



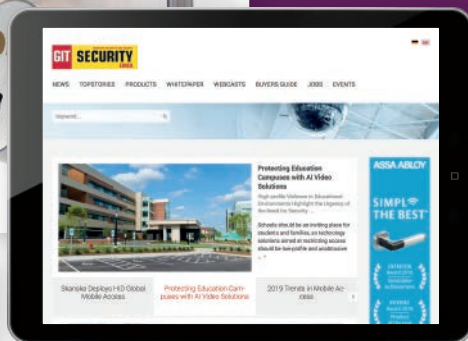
2020 GIT SECURITY

www.git-security.com

MEDIA GUIDE

EMEA No.1

**Magazine for Safety and Security
Europe, Middle East, Africa**



WILEY

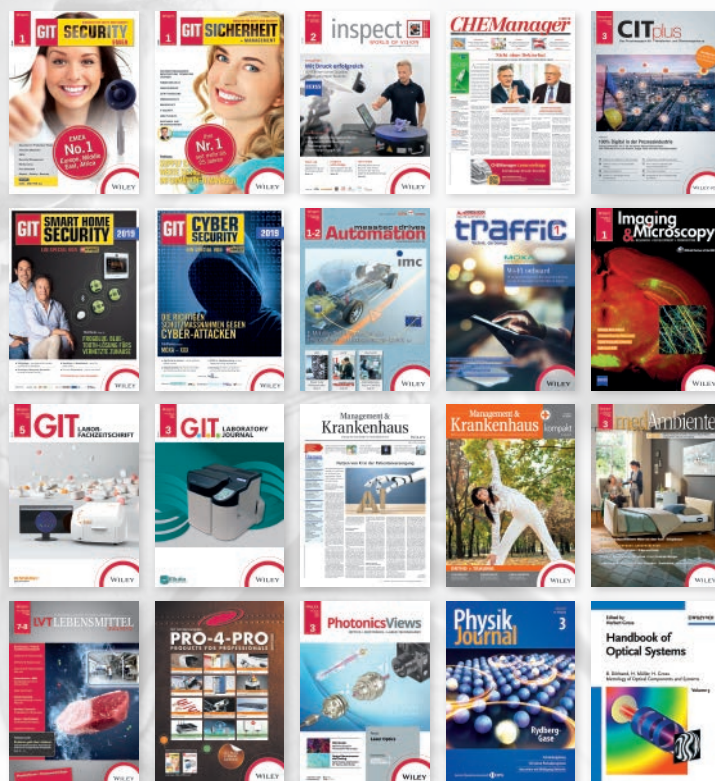
Quality connects

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.

You too can rely on Wiley's print and online publications as well as on our strong brands.

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



GIT-SECURITY.com • GIT-SICHERHEIT.de • CHEManager.com • imaging-git.com • GIT-LABOR.de • laboratory-journal.com • LVT-WEB.de • inspect-online.com • md-Automation.de • management-krankenhaus.de • PRO-4-PRO.com • pro-physik.de • PhotonicsViews.com • WileyOnlineLibrary.com

Description

Standing out of all security publications in the field, **GIT SECURITY** has a unique approach to the market. **GIT SECURITY** reaches out to end-users of security and fire protection equipment in key branches **and** targets all channels of distribution, from manufacturers to distributors, installers, consultants, system integrators and planners. For marketers this approach offers the opportunity not only to push products and solutions into the market but also to create a pull from the market via targeting end-users.

With a qualified circulation of 20,000 copies and 4 issues per annum **GIT SECURITY** has the best market presence of all security magazines in the EMEA (Europe, Middle East, Africa) market.

The high circulation numbers in combination with a superior level of editorial quality and the good reputation are key assets of **GIT SECURITY**. Integration of systems is crucial for our market and **GIT SECURITY** takes this into account with its comprehensive approach to security, fire protection and safety. The publication deals with the diversity and complexity of safety and security topics and covers them for the permanent sections: Management, Security, Information Technology, Fire Protection and Safety. It presents market news and trends and it features products, companies and applications to the decision makers.

Combined with our product database **www.PRO-4-PRO.com** and the portal **www.GIT-SECURITY.com** we offer unique cross media opportunities.



Overview

Publication Frequency	4 issues per year
Volume	17 th year 2020
Print Run	20,000
Publishing House	Wiley-VCH Verlag GmbH & Co. KGaA Boschstrasse 12, 69469 Weinheim/
Germany	
Web address	www.GIT-SECURITY.com
Phone	+49 (0) 6201 606 0
Fax	+49 (0) 6201 606 791
Internet	www.gitverlag.com
Publishing Directors	Dr. Heiko Baumgartner Steffen Ebert

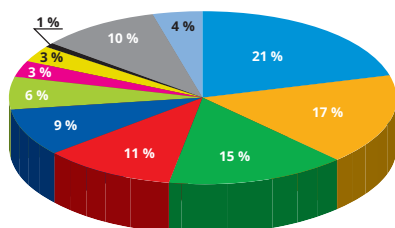
Corporate Sales
Director EMEA, Sciences
Commercial Manager
Advertising Administration
Subscription
Single Copy Rate
Subscription for students
ISSN
Content Analysis
Format of the magazine
Total pages
Editorial content
Advertising content
Inserts

Dr. Katja Habermüller
Jörg Wüllner
Claudia Vogel
€ 55.00 (+ VAT)
€ 16.30 (+ VAT, + Postage)
€ 27.50 (+ VAT)
2190-4367
4 issues
DIN A4, 210 x 297 mm
288 = 100 %
230 = 80 %
58 = 20 %
3

► **GIT SECURITY is the security publication with the largest distribution in the EMEA market (20,000 copies)**

Geographical Distribution

Central Europe Western Europe Africa Trade Shows
Eastern Europe Southern Europe Asia Archive/Specimen Copies
Middle East Scandinavia Americas



Circulation Breakdown

COPIES PER ISSUE	COPIES
Print Run	20,000
Total circulation	19,580

Breakdown of GIT SECURITY EMEA coverage

COUNTRY / REGION	% or Circulation
Total Circulation	20,000
USA	1%
United Kingdom	12%
Switzerland	2%
Spain	4%
Russia	10%
Germany	14%
Middle East	15%
Czech Republic	2%
Italy	4%
Nordic Countries	6%
France	5%
Poland	3%
Benelux	3%
South Africa	1%
Africa (exc. SA)	6%
Other countries	12%

► **GIT SECURITY is targeting 50-50 the distribution channel for security products** (distributors, installers, system integrators, planners and consultants / see breakdown distribution channel) **and end-users of security products in key branches** (security officers, heads of departments, project managers, facility managers and IT specialists / see breakdown end-users)

BREAKDOWN END-USERS	%
Retail	20%
Transportation	16%
Banking/Finance	14%
Sport/Leisure	12%
Manufacturing Industry	10%
Airport Services	10%
Education	8%
Government/Critical Infrastructure	7%
Energy & Water	3%

BREAKDOWN DISTRIBUTORS	%
Installers	33%
Wholesalers/Retailers	27%
Integrators	23%
System Vendors	10%
Planners	7%

Magazine Overview

Dates & Contents

Prices & Formats

Technical Data

Distribution

Online

General terms of Business

Contact

Beyond Brand Advertising

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



TARGETED EBLAST

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



WEBINARS

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



INFOGRAPHICS

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



CUSTOM WEBSITES

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



POCKET GUIDES

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



Email
corporatealeurope@wiley.com



Corporate Solutions Homepage
corporatealeurope.wiley.com

WILEY

ADVERTISEMENTS	WIDTH/HEIGHT (mm)		PRICE € 4C
1/1 Page	185	260	5,820
1/2 Page portrait	90	260	3,015
1/2 Page landscape	185	128	3,015
Juniorpage	137	190	3,230
1/3 Page portrait	58	260	2,310
1/3 Page landscape	185	85	2,310
1/4 Page classic	90	128	1,910
1/4 Page portrait	43	260	1,910
1/4 Page landscape	185	63	1,910
1/8 Page classic	90	63	1,370
1/8 Page landscape	185	30	1,370

PREFERRED POSITIONS

Title Page + Story ¹	213	303	8,225
Inside front/back page ¹	185	260	6,060
Outside Back page ¹	185	260	6,440
1 st right hand page in text ¹	185	260	6,040
Belly Band	450	max. 100	6,540
Title corner	73 x 51 x 51 *		1,990
Postcards ²			on demand

*plus 3 mm overlap above and on the right hand page

BOUND-IN INSERTS*	WIDTH / HEIGHT (mm)		PRICE €
2-page A4	210	297	4,695
3-page A4 + side flip	207 + 105	297	6,050
4-page A4	420	297	7,520
6-page A4	414 + 203	297	9,840

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

LOOSE INSERTS ⁴	WEIGHT	PRICE €
	up to 25 g	300
	up to 50 g	390

BUSINESSPARTNER* (58 x 40 mm, w x h)	PRICE € 4C*
4 issues	250

* until cancelled, price per advertisement

- 1 Cancellation only possible up to 8 weeks before advertising deadline. Title page: the picture must be coordinated with publisher in advance and Wiley-VCH has exclusive rights of it for 6 months.
- 2 Costs per thousand, affixed to a particular page on advertisement or bound-in insert + insertion costs
- 3 No discount given
- 4 Costs per thousand – including postage; no discount for loose inserts, sample must be sent before order can be accepted.

JOB ADVERTISEMENTS

25 % discount on regular advertisement prices

ADDITIONAL CHARGES

Binding positions	10 %
3 Advertisements	5 %
6 Advertisements	10 %
9 Advertisements	15 %
12 Advertisements	20 %
18 Advertisements	25 %
24 Advertisements	30 %

Reprints and ePrints

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

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

Contact: Iris Biesinger
Tel.: +49 (0) 6201 606 555
ibiesinger@wiley.com

Terms of Payment:

Payment within 30 days without deduction.

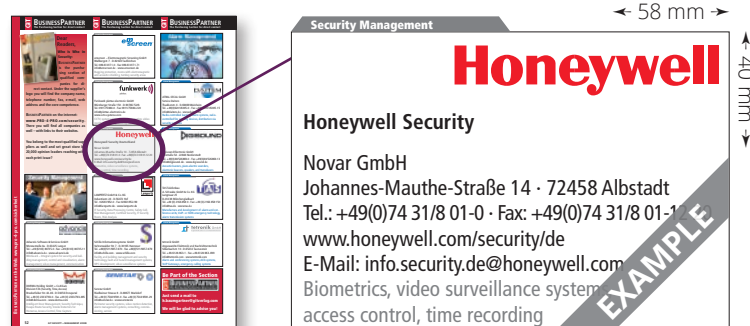
Bank Details:

J.P. Morgan AG · Taunus Turm · Taunustor 1
60310 Frankfurt, Germany
IBAN: DE55501108006161517443
BIC: CHASDEFX

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

All prices are subject to 19% VAT.

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



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

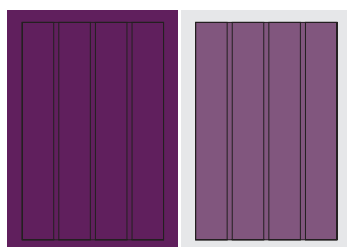
1/1

Pages
Type Area/
Bleed Size

Type Area:
185 x 260 mm

Bleed Size:
210 x 297 mm
+ 3 mm Overlap
on all sides

Final Size:
216 x 303 mm

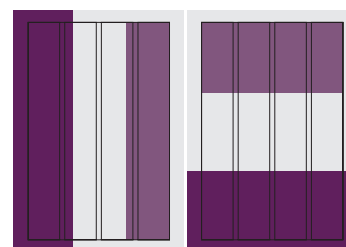


1/3

Pages
Type Area/
Bleed Size

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

Bleed Size:
portrait: 70 x 297 mm
landscape: 210 x 104 mm
+ 3 mm Overlap



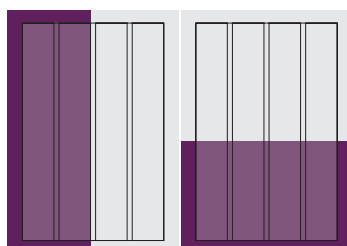
1/2

Pages
Type Area/
Bleed Size

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

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

+ 3 mm Overlap



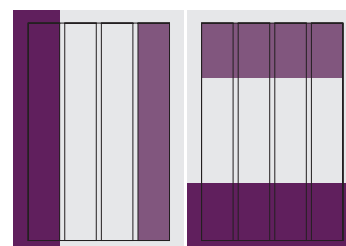
1/4

Pages
Type Area/
Bleed Size

Type Area:
portrait: 43 x 260 mm
landscape: 185 x 63 mm

Bleed Size:
portrait: 54 x 297 mm
landscape: 210 x 82 mm

+ 3 mm Overlap



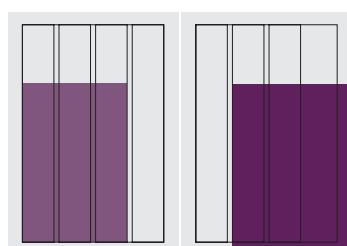
Junior-page

Type Area/
Bleed Size

Type Area:
137 x 190 mm

Bleed Size:
147 x 209 mm

+ 3 mm Overlap



1/4

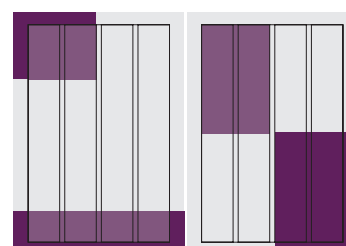
Pages
Type Area/
Bleed Size

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

1/8

Pages
Type Area/
Bleed Size

Type Area:
classic: 90 x 63 mm
landscape: 185 x 30 mm
Bleed Size:
classic: 102 x 82 mm
landscape: 210 x 49 mm
+ 3 mm Overlap



Technical Specifications

Magazine format

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

Print methods

Roll offset

Colours

Euro scale

Screen ruling

70 ruling

Print profile: ISO Coated_v2_300 (39L)

Loose inserts

Minimum insert size: 105 x 148 mm (w x h)
Maximum insert size: 200 x 287 mm (w x h),
the back fold must be on the long side (287 mm)
Minimum weight for single-sheets inserts: 150 g/m²

Delivery of loose inserts

Delivery quantity: 20,200 copies

Delivery of bound-in inserts

Delivery quantity: 20,500 copies

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

Data format

We accept the following data formats: PDF, EPS, TIFF, JPG.

Please observe the following points:

1. Embed all text or convert it into streams.
2. Use only CMYK colours.
3. With pixel-oriented data formats (colour/greyscale), we require a resolution of at least 250 dpi. Bitmap files (line) should have a resolution of at least 1200 dpi.

4. For the creation of PDF files with Acrobat Distiller, we have provided you with a Joboptions file which can be downloaded at www.gitverlag.com/en/global/order_management/data_transfer/.
5. Do not compress JPG files too strongly, or this will lead to visible loss of image quality. Use the "maximum" or "high" quality gradings.
6. Do not send pre-separated or DCS files.

Use of "open files"

If you send us programme-specific data formats, e.g. InDesign, QuarkXpress, CorelDraw, we cannot guarantee that the layout will not change upon printing (text, separations, line weight etc.).

To avoid errors, please observe the following:
Send all text to be used and associated files together. Attach a hard copy/print-out to the layout check. Ensure that no RGB colours are used in any files, including the associated files. For files from programmes not intended for the creation of printed documents (e.g. Word, Excel, Powerpoint), the files must always be converted. This means inevitable changes in data and considerable additional work, which we have to add to your invoice.

Transmission options

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

Wiley-VCH Verlag GmbH & Co. KGaA
FAO: Claudia Vogel
Boschstrasse 12
69469 Weinheim, Germany
Tel.: +49 (0) 6201 606 758
Fax: +49 (0) 6201 606 790



ISSUE	1	2	3	4
Publishing Date	21.02.2020	12.05.2020	08.09.2020	11.12.2020
Advertising Deadline	07.02.2020	28.04.2020	25.08.2020	27.11.2020
Editorial Deadline	24.01.2020	14.04.2020	11.08.2020	13.11.2020
GIT-SECURITY.com Newsletter Send-Out	15. January (1) intersec 19. February (2) 18. March (3)	15. April (4) 6. May (5) IFSEC 13. May (6) 17. June (7)	15. July (8) 19. August (9) 16. September (10)	14. October (11) 11. November (12) 16. December (13)

TRADE SHOWS / CONFERENCES				
	Perimeter Protection , Nuremberg, 14.–16.01.2020	Ifsec/Firex, Counter Terror Expo London, 19.–21.05.2020	Security Essen Essen, 22.–25.09.2020	Intersec Dubai, Jan. 2021
	Intersec, Dubai , 19.–21.01.2020	SecuExpo Munich, 24.–25.06.2020	Expoprotection Paris, 03.–05.11.2020	
	Sicur Madrid 25.–28.02.2020		International Security Expo London, 27.–28.11.2019	
	Intersec Building Frankfurt, 08.–13.03.2020			
	U.T.Sec Nuremberg, 04.–05.03.2020			
	intersec Saudi Arabia Jeddah, 13.–15.04.2020			
	Securex Poznan, 21.–23.04.2020			
	The Security Event Birmingham, 28.–30.04.2020			
	GIT SECURITY AWARD DEADLINE Product Submission March 31	GIT SECURITY AWARD VOTING		GIT SECURITY AWARD PRESENTATION

BRANCH FOCUS	Public Transportation / Retail	Airports / Ports	Safe City / Stadium	Hotels / Banking
SPECIAL FOCUS	Perimeter Protection	Access Control	Fire Protection	Intrusion Detection

	1	2	3	4
Airport Safety + Security	■	■	■	■
Security Management Market and Background, Market Trends, Security Services, Management Systems, PSIM	■	■	■	■
Video Surveillance CCTV, Data Recording, Transmission and Encryption, Video Analysis and Processing, Storage, Deep Learning	■	■	■	■
Communication Control Rooms, Communication Software, Alarm Systems, Radio & Intercom, Monitors			■	
Access Control Terminals, Card Technology, ID cards, Locking Systems, Physical Access Control, Biometrics, RFID, Evacuation, Smart Access	■	■	■	■
IT Security Security Data Rooms, Network Security, Back-Up Systems, Data Protection			■	
Perimeter Protection Fences, Intrusion Prevention, Intruder Alarm, Motion Detection, Barriers, Automatic Number Plate Recognition	■	■	■	■
Fire Protection Fire Prevention, Fire Detection, Evacuation, Alarm Systems, Extinguisher Systems	■	■	■	■
Work Safety/Alarm Systems Gas Detection, Alarm Systems, Personal Safety Equipment, Explosion Detection, Handling of Hazardous Materials	■	■	■	■

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

Online-Advertisement

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

Banner formats & prices:

Leaderboard	728 x 90 Pixel	€ 1,145 / month, run of site*
Full Banner	468 x 60 Pixel	€ 835 / month, run of site
Wide Skyscraper	160 x 600 Pixel	€ 1,330 / month, run of site
Skyscraper	120 x 600 Pixel	€ 1,070 / month, run of site
Rectangle	180 x 150 Pixel	€ 1,330 / month, run of site
Medium Rectangle	300 x 250 Pixel	€ 1,400 / 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).

➤ **Whitepaper:** € 1,005 for 6 months
Including: Teaser text, product photos, company contacts, PDF for download

➤ **Webcast:** € 1,010 for 6 months
Including: Teaser text, product video, company address

Top Teaser Story

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

Top Teaser Image 510 x 286 Pixel € 1,500 / 14 days*

Scope of Service: ➤ Picture, 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 Teaser Story. Additionally, your highlight remains for a total of six months in the portal's database

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

Newsletter: Banner formats & prices

Wide Skyscraper	160 x 600 Pixel	€ 1,095
Full Banner	468 x 60 Pixel	€ 950
Feature	see below	€ 1,140

Technical Data:

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

Banner:

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

Product Information/ Newsletter-Feature:

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

Webcasts:

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

Top Teaser Story € 1,500

Leaderboard € 1,145 & Full Banner € 835

Rectangle € 1,330

Wide Skyscraper € 1,330 & Skyscraper € 1,070

Medium Rectangle € 1,400

Landing page www.git-security.com

Newsletter

Wide Skyscraper € 1,095

Full Banner € 950

Feature € 1,140 incl. price for product information

Exclusive access to your customers

Single Sponsored Newsletter 5,075 €

Newsletter

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"

Media Service

Creation of the site, Hosting, Project Management, Evaluation, Online editing (as agreed), Banners and Product features provided by the client.**

Promotion

1 x Banner on Portal for 3 months; 1 x Product Feature in e-Newsletter

1 x Banner on Portal for 6 months; 2 x Product Feature in e-Newsletter

1 x Banner on Portal for 12 months; 3 x Product Feature in e-Newsletter

Tariffs Microsite "BASIC" *

Microsite "PREMIUM"

Media Service

Creation of the site, Hosting, Project Management, Evaluation, Online editing (if desired/agreed to), Banners and Product features provided by the client.**

Promotion

1 x Banner on Portal for 3 months; 2 x Product Feature in e-Newsletter; 1 x Full Banner e-Newsletter

1 x Banner on Portal for 6 months; 4 x Product Feature in e-Newsletter; 1 x Full Banner e-Newsletter

1 x Banner on Portal for 12 months; 6 x Product Feature in e-Newsletter; 1 x Full Banner e-Newsletter

Tariffs Microsite "PREMIUM" *

Microsite "Stand alone"

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.

* Discount not available

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

Webinars In Dialogue with your Target Group

Interactive
Information
Exchange

Generate
Leads

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

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

Webinar "BASIC"

Media Service

Hosting, Project Management, Live-Streaming, Delivery of all Leads, Editorial Announcements Online Banner and Product Feature provided by the client **

Promotion

1 x Banner on Portal for 2 months; 1 x Product Feature in e-Newsletter; Reminder email to participants 24 hours and 1 hour before begin.

Tariff Webinar "BASIC" *

Webinar "PREMIUM"

Media Service

Hosting, Project Management, Live-Streaming, Delivery of all Leads. Editorial Announcements Online Banner and Product Feature provided by the client **

Promotion

1 x Banner on Portal for 2 months; 2 x Product Feature in e-Newsletter, 1 x Wide Skyscraper Banner in e-Newsletter, Reminder email to participants 24 hours and 1 hour before begin.

Tariff Webinar "PREMIUM" *

* Discount not available

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

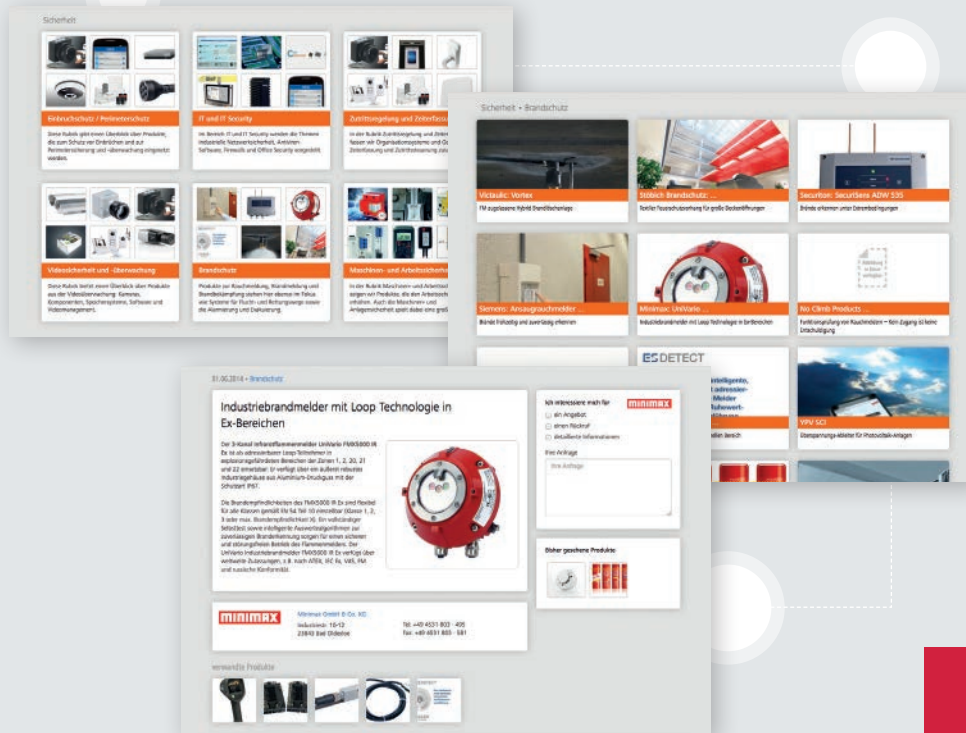


- Extended company presentation 500 €
- detailed company and product description
- individual optimization for search engines (e.g. SEO for Google)
- target-group specific banner placements
- Lead Generation Tool



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.



Clear structure

Modern Design

Banner in a product segment Price per month €
Rectangle Banner 180 x 150 Pixel 745

	6 Months / price €	12 Months / price €
Company presentation	500, one-time-fee	
Product entry	320	565
Refresher	140	260

Package deals	Runtime	12 Months / price €
Pro Package	4 Product presentations	1,740
Premium Package	8 Product presentations	3,220
Business Flat	all your product texts that you send us within 12 months	5,210

Optimized for mobile devices

PRO-4-PRO.com
Das Produkt-Portal für Lead-Generation



GIT SICHERHEIT

Your Partner for the German Market

- For More Than 25 Years
Market Leader in Germany
- 30.000 Readers
- Targeting Installers, Planners,
Integrators and End-Users

Ask for the
2020 Media Guide

www.GIT-SICHERHEIT.de



Contact:
Miryam Reubold
+49 6201 606 127
miryam.reubold@wiley.com



WILEY

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 advertising material supplied will be borne by the client. Should any deficiencies in the ready-to-print material and/or advertising material not be immediately discernible during the review process, but only become discernible in the printing operation and/or upon insertion, the client is not entitled to raise any claims on account of an inadequate printout and/or poor insertion.

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

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

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

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

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

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

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

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

17. The client avouches that he is 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 their employees. Should the client use special techniques such as cookies or tracking pixels to obtain or collect data from the insertion of advertising material in the online offering of the publisher, the client also affirms that they will abide by the precepts of the German Telemedia Act (TMG) and/or of the Interstate Broadcasting Treaty (RStV) 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 print 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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