

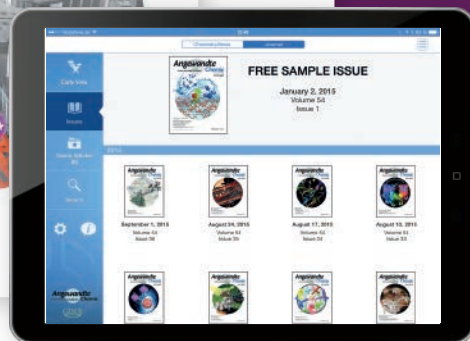
Angewandte Chemie
Eine Zeitschrift der Gesellschaft Deutscher Chemiker
www.angewandte.de
2019–131/13

A Journal of the German Chemical Society
Angewandte Chemie
International Edition
www.angewandte.org
2019–58/13

2020 Angewandte Chemie

www.angewandte.de/com

MEDIA GUIDE



App
available

**German and
International Edition**

Leading position among the
general chemistry journals

Approximately 17,000 App downloads
Excellent impact factor of 12,257 (2018)

WILEY-VCH

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.



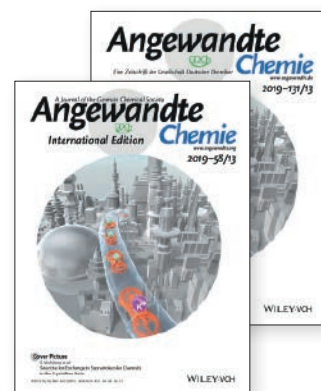
Angewandte.de • Angewandte.org • CHEManager.com • GIT-LABOR.de • laboratory-journal.com • WileyOnlineLibrary.com

Description

Description

Angewandte Chemie, with its excellent Impact Factor of 12,257 (2018) strengthens its leading position among the general chemistry journals. It appears weekly in a highly optimized, reader-friendly format; new articles appear online almost every day. It is one of the prime chemistry journals in the world, with an Impact Factor higher than those of comparable journals.

Moreover, it is the only journal in the field delivering a stimulating mixture of Review Articles, Highlights and Communications weekly. The Reviews summarize the important results of recent research on topical subjects in all branches of chemistry, point to unresolved problems and discuss possible developments. The Highlights provide concise evaluations of current trends in chemical research. The Communications are critically selected and report on the latest research results, making the journal indispensable to the chemist who wants to stay well informed. *Angewandte Chemie* also regularly publishes Nobel lectures in chemistry and related fields.



Overview

Publication Frequency	52 x per year/edition	Corporate Sales Director	
Volume	132. German Edition 59. International Edition	EMEA, Sciences Commercial Manager	Dr. Katja Habermüller
Print Run	3,500 monthly	EMEA, Sciences Account Manager	Vanessa Winde
Publishing house	WILEY-VCH Verlag GmbH & Co. KGaA	Editor-in-Chief	Marion Schulz
Post Address	Boschstr. 12, 69469 Weinheim	Subscription Rate	Dr. Neville Alwyne Compton
Phone	+49 (0) 6201 606-0	(print and online)	EUR 13,106.00 German Edition
Fax	+49 (0) 6201 606-550	ISSN	EUR 15,243.00 International Edition
Web address	www.wiley-vch.de		0044-8249 German Edition print
E-Mail	mschulz@wiley.com		1521-3757 German Edition online
			1433-7851 International Edition print
			1521-3773 International Edition online

ISSUES	1	2	3	4	5	6
Publishing date	2 January 2020	7 January 2020	13 January 2020	20 January 2020	27 January 2020	3 February 2020
Advertising deadline	5 December 2019	9 December 2019	13 December 2019	23 December 2019	3 January 2020	13 January 2020

TRADE SHOWS/CONFERENCES						

TOPICS						
	Biotechnology	Crystal Engineering	Coordination Chemistry	Organocatalysis	Drug Delivery	Peptides

ISSUES	7	8	9	10	11	12
Publishing date	10 February 2020	17 February 2020	24 February 2020	2 March 2020	9 March 2020	16 March 2020
Advertising deadline	20 January 2020	27 January 2020	4 February 2020	10 February 2020	17 February 2020	24 February 2020

TRADE SHOWS/CONFERENCES						
			Pittcon 2019 Philadelphia, PA (USA) March 1–5		ACS Spring Meeting Philadelphia (USA) March 22–26	Chemiedozentagung Dresden (Germany) March 31–April 2

TOPICS						
	Solid-State Chemistry	Organometallic Chemistry	Mass Spectrometry	Electrochemistry	Medicinal Chemistry	Carbohydrates

ISSUES	13	14	15	16	17	18
Publishing date	23 March 2020	27 March 2020	6 April 2020	14 April 2020	20 April 2020	27 April 2020
Advertising deadline	2 March 2020	6 March 2020	16 March 2020	20 March 2020	26 March 2020	2 April 2020

TRADE SHOWS/CONFERENCES						
	Analytica 2020 München (Germany) March 31–April 3	Bunsentagung Gießen (Germany) April 1–3		Bürgenstock Brunnen (Switzerland) April 26–30		

TOPICS						
	Analytical Chemistry	Surface Chemistry	Industrial Chemistry	Natural Products	Aromaticity	Scanning Microscopy

ISSUES	19	20	21	22	23	24
Publishing date	4 May 2020	11 May 2020	18 May 2020	25 May 2020	2 June 2020	8 June 2020
Advertising deadline	8 April 2020	17 April 2020	24 April 2020	30 April 2020	8 May 2020	14 May 2020

trade shows/conferences						

TOPICS						
	Material Sciences	NMR Spectrometry	Organic Synthesis	Women in Chemistry	Nanotechnology	Heterogeneous Catalysis

ISSUES	25	26	27	28	29	30
Publishing date	15 June 2020	22 June 2020	26 June 2020	6 July 2020	13 July 2020	20 July 2020
Advertising deadline	20 May 2020	28 May 2020	4 June 2020	16 June 2020	19 June 2020	29 June 2020

TRADE SHOWS/CONFERENCES						
						45th FEBS Ljubljana (Slovenia) July 4–9

TOPICS						
	Inorganic Chemistry	Polymer Chemistry	Green Chemistry	Spectroscopy	Asymmetric Catalysis	Organic Chemistry

ISSUES	31	32	33	34	35	36
Publishing date	27 July 2020	3 August 2020	10 August 2020	17 August 2020	24 August 2020	1 September 2020
Advertising deadline	7 July 2020	13 July 2020	20 July 2020	27 July 2020	3 August 2020	11 August 2020

TRADE SHOWS/CONFERENCES						
					ACS Fall Meeting San Francisco (USA) August 16–20	
TOPICS						
	Nanostructures	Photochemistry	Heterocycles	Biochemistry	Pharmaceutical Chemistry	Industrial Chemistry

ISSUES	37	38	39	40	41	42
Publishing date	7 September 2020	14 September 2020	21 September 2020	28 September 2020	5 October 2020	12 October 2020
Advertising deadline	17 August 2020	24 August 2020	31 August 2020	7 September 2020	14 September 2020	21 September 2020

TRADE SHOWS/CONFERENCES						
	8th EuCheMS Lisbon (Portugal) August 30–September 3					
TOPICS						
	Homogenous Catalysis	Coordination Chemistry	Chemical Biology	Catalytic Oxidation	Main-Group Chemistry	Imaging

ISSUES	43	44	45	46	47	48
Publishing date	19 October 2020	26 October 2020	2 November 2020	9 November 2020	16 November 2020	23 November 2020
Advertising deadline	28 September 2020	5 October 2020	12 October 2020	19 October 2020	26 October 2020	2 November 2020

TRADE SHOWS/CONFERENCES						
TOPICS						
	Polymer Chemistry	Sustainable Chemistry	Surface Chemistry	Physical Chemistry	Theoretical Chemistry	Chirality

ISSUES	49	50	51	52
Publishing date	1 December 2020	7 December 2020	14 December 2020	21 December 2020
Advertising deadline	10 November 2020	16 November 2020	23 November 2020	30 November 2020

TRADE SHOWS/CONFERENCES				
TOPICS				
	Fluorescence Spectroscopy	Therapeutics	Bioorganic Chemistry	Supramolecular Chemistry

ADVERTISEMENTS	WIDTH / HEIGHT (mm)		PRICE € 4c
1/1 Page	180	260	5.785
Juniorpage	135	175	4.470
1/2 Page portrait	90	260	4.010
1/2 Page landscape	180	128	4.010
1/3 Page portrait	59	260	2.315
1/3 Page landscape	180	84	2.315
1/4 Page classic	90	128	2.005
1/4 Page landscape	180	63	2.005
1/6 Page landscape	180	42	1.680
1/8 Page portrait	90	63	1.495
1/8 Page landscape	180	30	1.495

RATES FOR CLASSIFIED ADVERTISEMENTS	PRICE € (b/w)
mm-rate per column (2 columns 90 mm width)	
Companies	10,00
Universities	8,70

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.

BOUND-INSERTS	WIDTH / HEIGHT (mm)		PRICE €
2-sheet*	210	280	3.855
4-sheet*	420	280	5.815

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

LOOSE INSERTS	WEIGHT	PRICE €
per 1000	up to 25 g	295
+ postage		

DISCOUNTS

for several ads within 12 months (year of insertion)

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

Package discount upon request

All prices apply for 4 insertions and in 4 consecutive issues in Angewandte Chemie German and International Edition. Single rates upon request.

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

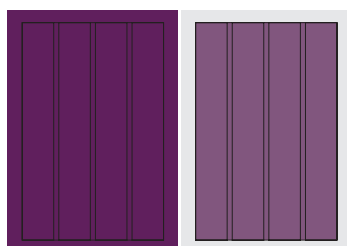
1/1

Pages
Type Area/
Bleed Size

Type Area:
180 x 260 mm

Bleed Size:
210 x 280 mm
+ 3 mm Overlap
on all sides

Final Size:
216 x 286 mm

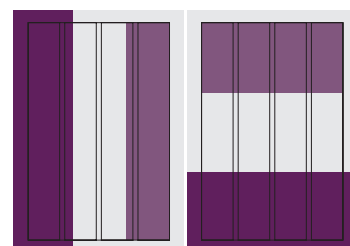


1/3

Pages
Type Area/
Bleed Size

Type Area:
portrait: 59 x 260 mm
landscape: 180 x 84 mm

Bleed Size:
portrait: 79 x 280 mm
landscape: 210 x 104 mm
+ 3 mm Overlap

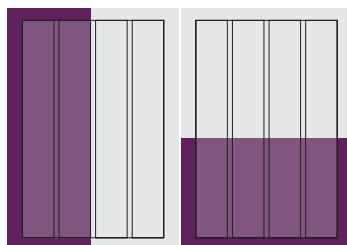


1/2

Pages
Type Area/
Bleed Size

Type Area:
portrait: 90 x 260 mm
landscape: 180 x 128 mm

Bleed Size:
portrait: 110 x 280 mm
landscape: 210 x 158 mm
+ 3 mm Overlap

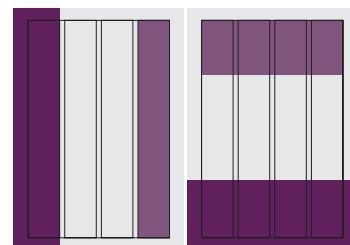


1/4

Pages
Type Area/
Bleed Size

Type Area:
landscape: 180 x 63 mm
Bleed Size:
landscape: 210 x 83 mm
+ 3 mm Overlap

Type Area:
landscape: 90 x 128 mm
Bleed Size:
landscape: 110 x 158 mm
+ 3 mm Overlap

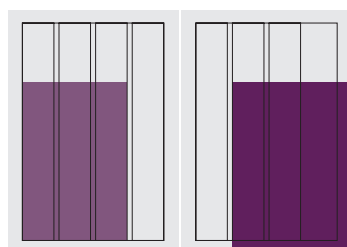


Junior-page

Type Area/
Bleed Size

Type Area:
135 x 175 mm

Bleed Size:
155 x 195 mm
+ 3 mm Overlap

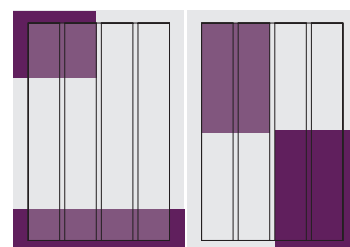


1/6

Pages
Type Area/
Bleed Size

Type Area:
landscape: 180 x 42 mm
Bleed Size:
landscape: 210 x 62 mm
+ 3 mm Overlap

Type Area:
classic: 90 x 63 mm
landscape: 180 x 30 mm
Bleed Size:
classic: 110 x 83 mm
landscape: 210 x 50 mm
+ 3 mm Overlap



Trim Size

280 mm (H) x 210 mm (W)

Type area

260 mm (H) x 180 mm (W)

Number of columns: 4, column width 45 mm

Print and binding methods

Sheet offset, adhesive binding

Print profile: ISO Coated_v2 (eci)

Colours

Euro scale

Transmission by e-mail:

mehorn@wiley.com

Data format

We accept the following data formats:

PDF, EPS, TIFF, JPG.

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.).

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. Do not compress JPG files too strongly, or this will lead to visible loss of image quality. Use the "maximum" or "high" quality gradings.

Transmission options

- by e-mail to vch-adsales@wiley.com
- by cd rom to

WILEY-VCH GmbH & Co. KGaA
Ad Sales Department Angewandte Chemie
Boschstraße 12
69469 Weinheim, Germany
Tel.: +49 (0) 6201 606-557
Fax: +49 (0) 6201 606-550

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Angewandte Chemie is a journal of the Gesellschaft
Deutscher Chemiker (GDCh), the largest chemistry-
related scientific society in continental Europe.

Angewandte Chemie App – Added Value!

The Wiley Journal App Service (JAS) gives users access to the top content of **Angewandte Chemie** on mobile devices. To date, more than **17,000 users** have downloaded the app, amounting to an average visit duration of 11 minutes.

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

5 CONVINCING ARGUMENTS:

Focusing on your message: the ads appear between two articles and not over the current article

Interstitial ads are **5 –10 times more persuasive** than banner ads

JAS supports **rich media content** to generate greater interest

Interstitials with rich media are 88.3 % more effective than static ones

Videos **raise the response rate by 35 %**

INTRODUCTORY RATE:

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



Creative Sizes

A) iPad Portrait: 768x1024*

B) iPad Landscape: 1024x768*

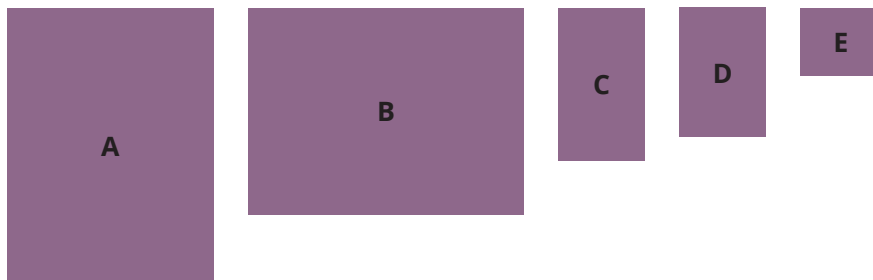
C) iPhone 5–8 Portrait: 320x568*

D) iPhone 2G–4S Portrait: 320x480*

E) MPU: 300x250**

*All designs for iPad and iPhone formats should leave the top 40 pixels of space clear of any critical content or designs, as this space is utilized and reserved for the area containing the close button.

**Supported in both iPad & iPhone in the absence of a full page unit.



File Types Accepted

Option 1: Full Page Flex Ad Unit (Ideal/Preferred)

HTML5 Full screen rich media units must be supplied as 3rd Party Ad Tags and configured to be responsive to a minimum of the following screen sizes:

iPad: 1024x768 & 768x1024

iPhone: 320x480 & 320x568

Option 2: Full Page Animated or Static Image

Full screen banners MUST be supplied in PNG, JPG or GIF format in ALL of the following screen sizes:

iPad: 1024x768 & 768x1024

iPhone: 320x480 & 320x568

Option 3: MPU Ad Unit

An MPU (300x250) ad unit can be served as an interstitial ad unit in place of the full page units on both iPad & iPhones. The unit can be Rich Media or Static.

Max File Size

iPad Files:

200KB (Max Initial File Size);

200KB (Subsequent Max User Initiated File Size);

2.2MB (Subsequent Max Additional User-Initiated File Size, ex: Streaming Video)

iPhone Files:

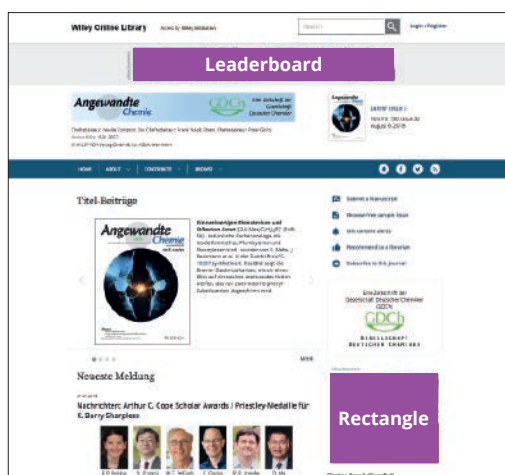
100KB (Max Initial File Size);

200KB (Subsequent Max User Initiated File Size);

2.2MB (Subsequent Max Additional User-Initiated File Size, ex: Streaming Video)

Angewandte Chemie on WILEY ONLINE LIBRARY

Angewandte Chemie is THE prime chemistry journal in the world (Impact Factor 2018: 12,257) and thus holds a leading position in electronic usage. It is published weekly in two editions with identical scientific content, one for the German-speaking and one for the international market. All articles are published online first, which means new articles practically appear each day. The most important and innovative research from all areas of chemistry is presented in a unique combination of review articles, highlights and short communications. **Angewandte Chemie** is indispensable reading for all chemists working in research and development, both in industry and in academia. Issues that include lectures of Nobel Prize winners in chemistry attract special interest. All classic segments of chemistry (analytical, inorganic, organic and physical chemistry) are being presented. Interdisciplinary research areas as bio- and nanotechnology including micro-fluidics, catalysis and energy research, macro- and supra-molecular chemistry, industrial and sustainable („green“) chemistry, materials sciences, bio- and chemo-informatics are covered, too.



E-mail service

Angewandte Chemie provides its readers with an exclusive preview on forthcoming journal content through the Content Alerting Service (eTOC alert). This covers the complete table of content which is automatically e-mailed as soon as a new online issue is published. Furthermore all subscribers receive information on new articles through the EarlyViews (articles that just have been published online and yet to be allocated to a specific issue). Total number of Content Alert subscribers (eTOC alerts) 16,015 (July 2018)

Advertising

Place your advertising message within the renowned environment of **Angewandte Chemie**. Additional options such as geo-targeting or frequency capping allow you to reach your audience with minor circulation waste. Average number of Ad Impressions available per month: 2.9 million

COST AND TECHNICAL DETAILS

Leaderboard 728 x 90 pixel	Price in € CPM
Angewandte global	69
Angewandte incl. geo-targeting	79
Rectangle 320 x 250 pixel	
Angewandte global	69
Angewandte incl. geo-targeting	79
Angewandte Content Alert (Cost per 1,000 subscribers)	410

Possible file format: Flash, JPEG, GIF, Third Party Tags

Max. file size: 200 kb

Landing page: please specify the exact URL to which the banner ad should link.

Exception Flash banners: please provide an additional banner ad (GIF or JPG) since not all systems support Flash.

Exception Content Alert: only static banner ads, no animated GIF and no Flash. Please provide the requested files by e-mail to your media account who will take care of all further steps.

Wiley Online Library

Angewandte Chemie is integrated into John Wiley & Sons publishing group's global online library – WOL. Wiley Online Library is the go-to website for key business professionals, clinicians, scientists, scholars and researchers. Over 10 million users each month from industry and research access over 1,500 online journals and more than 9,000 online books. For this reason Wiley Online Library is one of the most accessed research platforms worldwide.

Overall usage, July 2019:

Unique visitors	15 million
Visits	25 million
Page Views	65 million

The graphic analysis of unique users shows that Wiley Online Library is mainly used during working days thus in the work environment of industry and institutional professionals.

To provide a tailored offer and the best service to you, we recommend that you get in contact with us so we can elaborate the ideal campaign on Wiley Online Library for your company or your agency client based on latest usage figures.

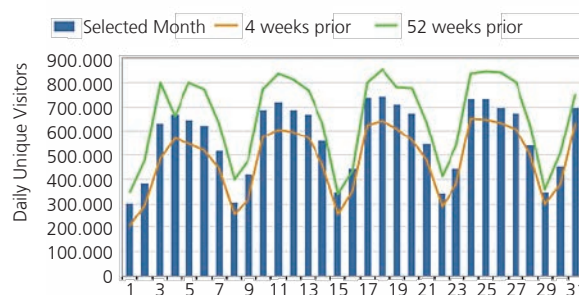
For detailed information please contact:

Marion Schulz (Account Manager)

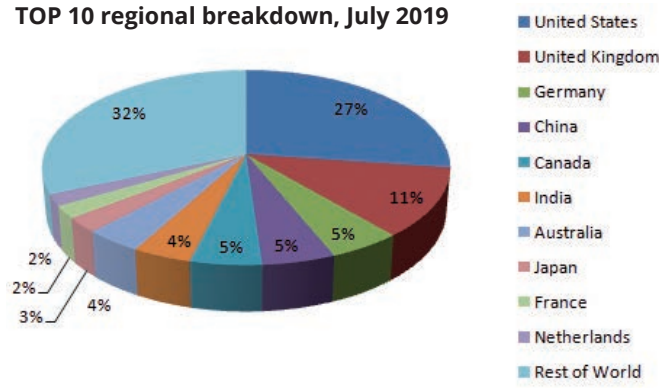
Phone +49 6201 606-565

E-Mail mschulz@wiley.com

Daily Unique Visitors (prev...



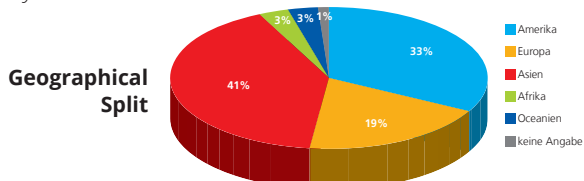
TOP 10 regional breakdown, July 2019



Chemistryviews.org

ChemistryViews.org is the ideal platform to address international scientists in the field of chemistry. As the scientific e-magazine of the ChemPubSoc Europe, which unites 16 European chemical societies, *ChemistryViews* provides daily updated news from science, industry, as well as exclusive specialist articles by well-known authors. In addition, with learning content and tips and tricks, *ChemistryViews* provides specific solutions for day-to-day laboratory work. Due to the close ties with the peer-reviewed journal "Angewandte Chemie", you benefit from interlinking the reader structure and the high impact factor of the journal.

On average we register 82,880 visits and 112,520 page impressions per month on *ChemistryViews*.



Field of activity of the users of *ChemistryViews.org*:

68% Analytical Chemistry, Organic Chemistry, Inorganic chemistry, Physical Chemistry	17% Biochemistry 15% Chemical Engineering / Biotechnology
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Field of interest of the users of *ChemistryViews.org*:

25% Nanotechnology	19% Pharma / Healthcare
18% Energy	14% Water
12% Food	12% Sustainability

e-newsletter

In our weekly and monthly e-newsletters we compile overviews of the most relevant developments for our readers. Users can decide whether they prefer themed newsletters with dedicated content from special fields such as Nanotechnology, Pharma / Healthcare or Organics, or a sector newsletter with content from all relevant disciplines. The average opening rate of 30% highlights the relevance of the content.

Advertising options, prices and technical details

		PRICE €
Full Banner (468 x 60px)	Portal	955 per month
Full Banner (468 x 60px)	Themed e-newsletter – monthly: Organic – 9,285 recipients* Nanotechnology – 8,764 recipients* Pharma/Healthcare – 7,058 recipients* Catalysis – 3,204 recipients*	1,385 per month
Full Banner (468 x 60px)	Sector e-newsletter – weekly 10,240 recipients*	1,385 per mailing
Skyscraper Banner (120 x 600px)	Portal	1,395 per month
Button (120 x 60px)	Portal	300 per month
Advertorial	Sector e-newsletter – monthly 14,594 recipients*	1,895 per month
Featured Whitepaper	Portal: period 6 months incl. a teaser for 1 month on the landing page (teaser text, product picture, contact details for leadgeneration, download of the PDF)	1,075
Featured Webcast	Portal: period 6 months incl. a teaser for 1 month on the landing page (teaser text, product picture, contact details for leadgeneration)	1,075

Max. file size for all files: 200 kb

Files: GIF or JPEG, Flash (swf), 3rd party tags (preferred html/javascript code)

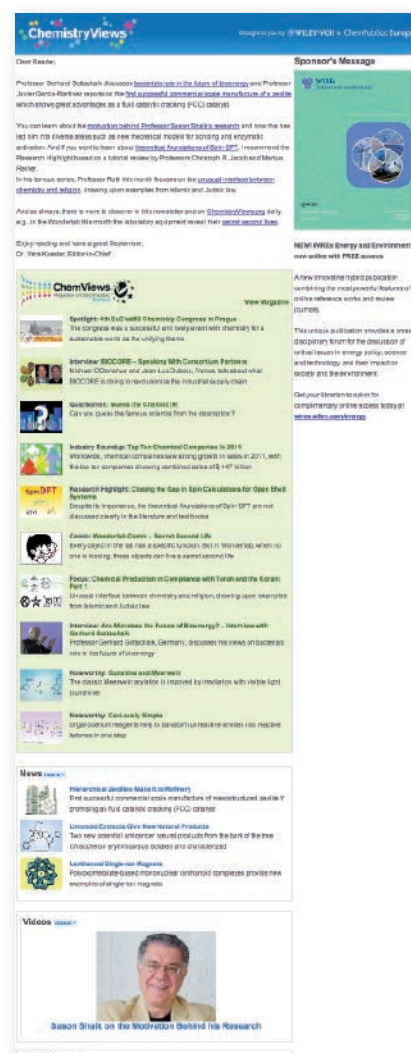
*As of July 2019

Full Banner

Skyscraper

Button

Featured Whitepaper



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
corporate@wiley.com



Corporate Solutions Homepage
corporate.wiley.com

WILEY

19 - RW000652

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 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 his 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 (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 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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