

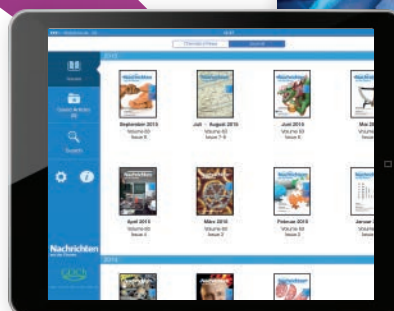
# Media Kit 2018

Nachrichten aus der Chemie  
GDCh.de

66  
YEARS

Highest paid  
Circulation for  
the Chemistry  
in Germany

Official Source of Information  
from the GDCh



WILEY-VCH

## ADDED VALUE

# JOURNAL APP SERVICES (JAS)

The Wiley Journal App Service (JAS) gives users access to top Wiley content on mobile devices. More than 300 Wiley journals are already available as an app, with more being added at a rapid rate. To date, some 113,000 users have registered for this service, amounting to 25,000 downloads and an average visit duration of 11 minutes.

Now you can make use of this new platform and the prime positioning of our media 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.



**Nachrichten aus der Chemie** is the official source of information from the **Gesellschaft Deutscher Chemiker GDCh** (German Chemists Society) and for the past 65 years has enjoyed wide acceptance throughout its broad readership in research, teaching and industry.

With a print run of more than 30,000 copies **Nachrichten aus der Chemie** has the highest paid circulation in the chemistry sector in Germany.

Four times a year the magazine is published with a higher print run reaching the 2,000 members of the **Gesellschaft Österreichischer Chemiker** (Austrian Chemists Society).

High quality overview articles on all relevant topics in chemistry, coupled with news from the association about events and training sessions, as well as career and economic topics, make the magazine an indispensable medium for the **31,000 GDCh members** and guarantee strong reader loyalty.

In addition to the print issue, which GDCh members can also find as an e-paper on the association's website, a newsletter informs 14,000 recipients about news from the chemistry sector and from the GDCh itself, every 14 days.



Now also as APP

### Overview

Publication Frequency	11 per year
Volume	Volume 66, 2018
Print run	30,850
Publisher	Gesellschaft Deutscher Chemiker e.V.
Publishing house	Wiley-VCH Verlag GmbH & Co. KGaA
Postal address	Boschstrasse 12, 69469 Weinheim
Phone	+49 (0) 6201 606 0
Fax	+49 (0) 6201 606 793
Internet	www.gdch.de
E-Mail	nachrichten@gdch.de

Editor-in-Chief  
Regional Commercial Director  
Commercial Manager  
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ISSN  
Format of the magazine

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1439-9598  
DIN A4



ISSUES	1	2	3	4	5	6
Publishing date	02.01.2018	01.02.2018	01.03.2018	03.04.2018	02.05.2018	01.06.2018
Advertising deadline	01.12.2017	29.12.2017	26.01.2018	01.03.2018	03.04.2018	30.04.2018
Advertising deadline "Job-market"	12.12.2017	10.01.2018	12.02.2018	12.03.2018	11.04.2018	14.05.2018
<b>TOPICS</b>	Chemical industry Synthesis Life Sciences Sensor Technology	Chemical industry Biotechnology Material analysis Polymers	<b>Trends 2017</b> Non-organic chemistry Organic chemistry Physical chemistry Biochemistry Theory Solid state bodies Food chemistry	Chemical industry Biotechnology Sensing Light  Trend report Analytical chemistry	Chemical industry Synthesis Start-ups Fluorescence Environment- and Water technology	Chemical industry Biotechnology Energy Process
<b>EVENTS</b>				<b>Analytica</b> 10.–13.04.2018, Munich, Germany	<b>Wasser 2018</b> 07.–09.05.2018, Papenburg, Germany	<b>ACHEMA</b> 11.–15.06.2018 Frankfurt, Germany
<b>INCREASED PRINT-RUN</b>		Approx. 2.000 copies to members of the Gesell- schaft Österreichischer Chemiker GÖCH (Aus- trian Chemists Society)	Approx. 2.500 copies to members of the Schweizerischen Chemischen Gesellschaft (Swiss Chemists Society)		Approx. 2.000 copies to members of the Gesell- schaft Österreichischer Chemiker GÖCH	



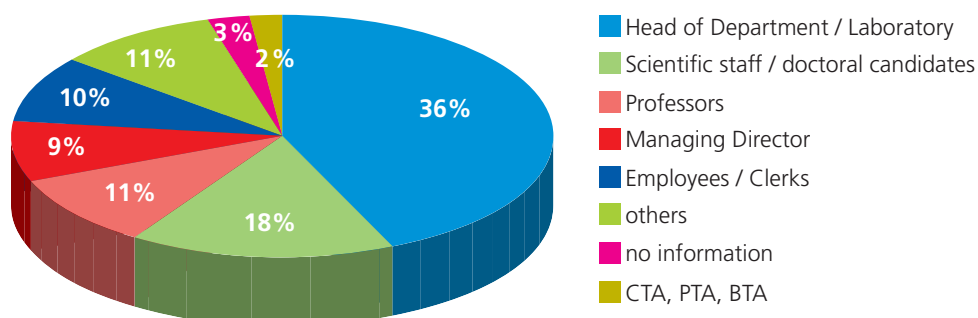
ISSUES	7/8	9	10	11	12
Publishing date	02.07.2018	01.09.2018	01.10.2018	01.11.2018	01.12.2018
Advertising deadline	04.06.2018	06.08.2018	03.09.2018	05.10.2018	02.11.2018
Advertising deadline "Job-market"	11.06.2018	14.08.2018	11.09.2018	15.10.2018	12.11.2018
<b>TOPICS</b>	Chemical industry Diagnostics Biotechnology Synthesis	Chemical industry Synthesis Standards Laboratory medicine Food chemistry	Chemical industry Biotechnology Bioanalytics Raw materials	Chemical industry Synthesis Nobel Prizes Chromatography	Chemical industry Biotechnology Sample preparation Mobility
<b>EVENTS</b>		<b>Deutscher Lebensmittelchemikertag</b> 17.–19.09.2018, Berlin, Germany			
<b>INCREASED PRINT-RUN</b>		Approx. 2.000 copies to members of the Gesellschaft Österreichischer Chemiker GÖCH		Approx. 2.000 copies to members of the Gesellschaft Österreichischer Chemiker GÖCH	

## Circulation Breakdown

COPIES PER ISSUE Ø	COPIES
Print run	30,850
Member copies	29,449
Archive, sample copies	584
Actual total circulation	30,215

BRANCHES	%
Chemical / Pharmaceutical Industry	29%
Universities & Highschools	28%
Scientific Institutes	25%
others	11%
Private service provider	4 %
Biotechnology	3%

## Position



GESELLSCHAFT  
DEUTSCHER CHEMIKER

### Die Gesellschaft Deutscher Chemiker GDCh (The German Chemical Society)

Nearly 30,000 readers of **Nachrichten aus der Chemie** are members of the **Gesellschaft Deutscher Chemiker (GDCh, The German Chemical Society)**. The GDCh bundles the interests and activities of chemists in Germany. As the largest continental European chemistry scientific society, the GDCh has around 31,000 individual and corporate members from academia, business, government and various professions. Approximately 5,500 students and young members develop their own initiatives and 61 local associations, spread throughout Germany, foster collaboration and communication within the scientific community.

The 150-year history of **Nachrichten aus der Chemie**, its global network and its high scientific and societal aspirations, form the basis for its creative activity in the interests of a world that is fit for the future and worth living in.

The GDCh finds positions for experts in the field of chemistry and other scientific disciplines. It organizes job fairs and other events for chemistry graduates providing extensive information about the associated professions and the labor market.

In addition, the GDCh promotes further training of chemists and offers a wide range of training programs for scientists in other disciplines as well as for technicians and business people.

## WILEY-VCH Strong partners: Wiley-VCH & GDCh

The GDCh actively supports a modern publication concept and is one of the founding members of the Association of European Chemical Companies (**ChemPubSoc Europe**).

In close cooperation with Wiley-VCH publishing, the GDCh publishes, among others, the peer-review journal *Angewandte Chemie*, *Chemie Ingenieur Technik*, *Lebensmittelchemie* and *CITplus*.

**Wiley-VCH** publishing bundles activities in various business areas of natural- and engineering sciences as well as economics.

Founded in 1807, Wiley has been a renowned publisher and reliable partner for a world's growing number of decision-makers, opinion leaders and professionals in science, medicine and industry for more than 200 years.

Its focus on specific knowledge areas includes all relevant fields: From the basic needs of the student through primary research to information on the latest laboratory techniques and results of research and development in active ingredients.

To date, Wiley can count more than 450 Nobel laureates amongst its authors. Every month, more than 10 million readers take advantage of the Wiley Online Library and over 800 societies are partners of Wiley-VCH.

## PRICES &amp; FORMATS

ADVERTISEMENTS	FORMAT (MM)		PRICE € 4C
	width	height	
1/1 Page	180	260	7,650
1/2 Page portrait	90	260	4,570
1/2 Page landscape	180	130	4,570
Juniorpage	135	190	4,770
1/3 Page portrait	60	260	3,070
1/3 Page landscape	180	90	3,070
1/4 Page classic	90	130	2,340
1/4 Page portrait	45	260	2,340
1/4 Page landscape	180	65	2,340
1/8 Page classic	90	65	1,510
1/8 Page landscape	180	40	1,510

PREFERRED POSITIONS	width	height	PRICE €
Inside front/back page* <sup>1</sup>	180	260	8,410
Belly band			7,020

\* + 3 mm bleed

BOUND-IN INSERTS*	FORMAT (MM)		PRICE €
	width	height	
2-page A4	210	297	6.290
4-page A4	420	297	7.230

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

LOOSE INSERTS <sup>1</sup>	WEIGHT	PRICE €
	up to 25 g	200
up to 50 g	240	

<sup>1</sup> Costs per thousand – including postage; no discount for loose inserts, sample must be sent before order can be accepted.



ADDITIONAL CHARGES	
Request positions	10 %

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

**Terms of Payment:**Payment within **30 days without deduction.**

Direct debit with 3% discount.

**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 2017 and supersedes all

previous price lists.

**Address for shipment****(stitched inserts/bound-in inserts)**

pva, Druck und Medien-Dienstleistungen GmbH

Christiane Tretter

„Nachrichten aus der Chemie“, Vol. ...

Industriestraße 15

D-76829 Landau/Pfalz

Tel.: +49 (0) 6341 142-253

Fax: +49 (0) 6341 142-410253

<b>1/1</b> Pages Type Area/ Bleed Size	<b>Type Area:</b> 180 x 260 mm  <b>Bleed Size:</b> 210 x 297 mm + 3 mm Overlap on all sides  <b>Final Size:</b> 216 x 303 mm		<b>1/3</b> Pages Type Area/ Bleed Size	<b>Type Area:</b> portrait: 60 x 260 mm landscape: 180 x 90 mm  <b>Bleed Size:</b> portrait: 70 x 297 mm landscape: 210 x 104 mm  + 3 mm Overlap	
<b>1/2</b> Pages Type Area/ Bleed Size	<b>Type Area:</b> portrait: 90 x 260 mm landscape: 180 x 130 mm  <b>Bleed Size:</b> portrait: 102 x 297 mm landscape: 210 x 147 mm  + 3 mm Overlap		<b>1/4</b> Pages Type Area/ Bleed Size	<b>Type Area:</b> portrait: 45 x 260 mm landscape: 180 x 65 mm  <b>Bleed Size:</b> portrait: 54 x 297 mm landscape: 210 x 82 mm  + 3 mm Overlap	
<b>Junior-page</b> Type Area/ Bleed Size	<b>Type Area:</b> 135 x 190 mm  <b>Bleed Size:</b> 141 x 209 mm  + 3 mm Overlap		<b>1/4</b> Pages Type Area/ Bleed Size  <b>1/8</b> Pages Type Area/ Bleed Size	<b>Type Area:</b> classic: 90 x 130 mm <b>Bleed Size:</b> classic: 102 x 147 mm + 3 mm Overlap <b>Type Area:</b> classic: 90 x 65 mm landscape: 180 x 40 mm <b>Bleed Size:</b> classic: 102 x 82 mm landscape: 210 x 49 mm + 3 mm Overlap	

Magazine Overview	Distribution	Dates & Contents	Prices & Formats	Technical Data	Online	General terms of Business	Contact
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## TECHNICAL SPECIFICATIONS

### Magazine format

210 x 297 mm (width x length), A4 size  
 180 x 260 mm (width x length), print space  
 Number of columns: 2; column width 90 mm or  
 Number of columns: 3; column width 60 mm

### Print methods

Roll offset

### Colours

Euro scale

### Screen ruling

70 ruling

### 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/m<sup>2</sup>

### 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/](http://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. In some cases, conversion is not possible. All tasks necessary to create "print-ready" files will be charged to you according to time spent.

### Transmission options

- by e-mail to [melanie.horn@wiley.com](mailto:melanie.horn@wiley.com)
- by FTP at <ftp.gitverlag.com/incoming>
- by CD Rom to

Wiley-VCH Verlag GmbH & Co. KGaA  
 FAO: Melanie Horn  
 Boschstrasse 12 · 69469 Weinheim, Germany  
 Tel.: +49 (0) 6201 606 557  
 Fax: +49 (0) 6201 606 790





**New price model:** from 2018 all job ads in 4-colour

ADVERTISEMENT	FORMAT (mm)	PRICE € (4C)	PRICE € (4C) special price for Universities
1/1 Page	180 x 260	6,650	5,650
1/2 Page portrait	90 x 260	3,750	3,100
1/2 Page landscape	180 x 130	3,750	3,100
1/4 Seite classic	90 x 130	1,950	1,550

For member companies, we offer special rates. For queries, we are looking forward to your call.

**Contact:**

GDCh Stellenmarkt  
Angela Pereira Jaé  
Alina Gajda  
Varrentrappstraße 40–42  
60486 Frankfurt/Main

Tel.: +49 69 7917-665, Fax: +322

Please send advertisements as PDF-file to GDCh job market:  
stellenmarkt@gdch.de

**Prices for customized formats (VAT not incl.)**

Prices per column millimeter (45 mm)	€ 8.25
Jobs in industry	€ 7.05
Special price for universities	free
Transfer to the online job market:	free

**Color surcharges**

Per Color by Euro - scale	€ 400
Special color – 4c color printing	€ 400

**Surcharges for special formats**

Spread ads:	20 % surcharge
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**Art work**

For a short term we would gladly create your job announcement at cost price. Please talk to us.

**Color ads**

Please send your advertisement order and the printing material to GDCh-Recruitment (Fax: + 49 (0)69 / 7917-322, stellenmarkt@gdch.de). Please send a color- expression at least two business days prior to the closing date to:

pva, Druck und Medien-Dienstleistungen GmbH  
Christiane Tretter  
"Nachrichten aus der Chemie", Vol. ...  
Industrie Straße 15 · D-76829 Landau / Pfalz  
Tel.: +49 (0) 6341 142-253 · Fax: +49 (0) 6341 142-410253

## JOB MARKET ONLINE

[www.gdch.de/stellen](http://www.gdch.de/stellen)

Apart from the home page, the most visited page of the GDCh (German Chemical Society) - website is the online job market. Each newly posted job announcement triggers an RSS feed and draws more attention to the open position that you are presenting. The freely accessible and regularly updated information about study opportunities and careers makes up the attractive background for our vacancies section and encourages chemistry graduates and job seekers go to the GDCh Internet sites regularly. With a teaser on the GDCh home page, you not only reach chemists who are actively seeking, but the entire network of the GDCh. Chemists, life science researchers, Chemical Engineers and other scientists can find your job offers without the need of advertising banners. Lengthy search processes are no longer necessary.

We will publish your ad within one business day.

For the online publication of your vacant position, we can offer you the following options:

ADVERTISEMENT TYPES (Advertisement via mail to <a href="mailto:stellenmarkt@gdch.de">stellenmarkt@gdch.de</a> )	RUNTIME	PRICE €
<b>HTML-advertisement</b> (Job advertisement in the individual company layout; Delivery as a ZIP file) incl. additional integration of your logo in the tabular summary of ads	4 weeks	609
	8 weeks	970
<b>pdf-advertisement</b> (Job advertisement in the individual company layout as PDF-File) incl. additional integration of your logo in the tabular summary of ads	4 weeks	560
	8 weeks	920
<b>Advertisement in standard layout</b> (deliver as MS Word file)	4 weeks	389
	8 weeks	639

**Further information is available at [www.gdch.de/kundeninfo](http://www.gdch.de/kundeninfo)**

In addition to these offerings, the GDCh- recruitment lists are also a preferred medium for the free advertisement of open internship-, doctoral-, postdoctoral- and professorial positions. For an extra fee university ads can be placed in the classified ads of "Nachrichten in der Chemie". Send your enquiry to: [stellenmarkt@gdch.de](mailto:stellenmarkt@gdch.de).

The newsletter of **Nachrichten aus der Chemie** advises **14,000 registered receivers** on the latest developments in the chemistry and news from the GDCh every 14 days.

**Newsletter**  
**Date of publication:** fortnightly

**Online-Advertisement and prices**

Leaderboard Banner	729 x 90 Pixel	€ 1,070
Full Banner	468 x 60 Pixel	€ 970
Skyscraper	120 x 600 Pixel	€ 1,070
Text Ad		€ 1.270

**Publication date newsletter**

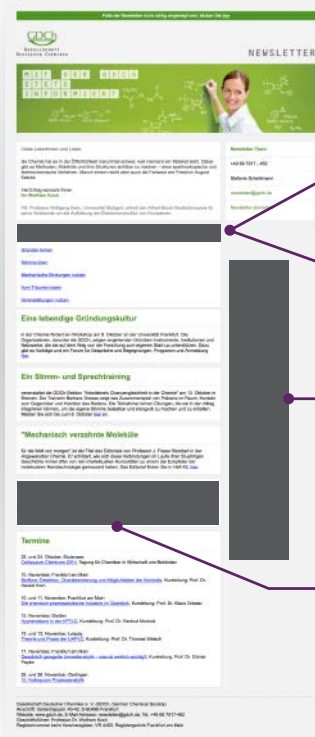
January	February	March	April	May	June
11. + 25.	8. + 22.	8. + 22.	5. + 19.	3. + 17.	7. + 21.
July	August	September	October	November	December
12.	2. + 23.	6. + 20.	4. + 18.	1. + 15. + 29.	13.

\* Special newsletter for Analytica (5.4.), AICHEMA (7.6.) and Lebensmittelchemikertag (6.9.)

**Technical Data:**

**Banner**  
Size of data: max. 40 KB, Flash  
no animated GIF and no Flash  
Data formats: GIF, JPG

**Text Ad**  
Text: up to 600 characters incl. blanks  
Pictures: JPG, PNG, TIF



Leaderboard Banner  
€ 1,150

Full Banner  
€ 1,050

Skyscraper  
€ 1,150

Text Ad  
€ 1,270

Newsletter

**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 performance 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 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 Televisers 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 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 head-quarters, 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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