Dear business partner,

This brand drives you forward!
According to the b2b Decision Maker Analysis from the 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 strong brands like Wiley-VCH and GIT VERLAG.

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

<table>
<thead>
<tr>
<th>ISSUES</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
<th>6</th>
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<td>Publishing date</td>
<td>02.01.2015</td>
<td>02.02.2015</td>
<td>02.03.2015</td>
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<td>02.05.2015</td>
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<td>05.01.2015</td>
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<td>03.03.2015</td>
<td>27.03.2015</td>
<td>29.04.2015</td>
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### Topics
- Chemical industry
- Synthesis
- Life Sciences
- Biotechnology
- Plastics
- Material analysis
- Trends 2014
- Non-organic chemistry
- Organic chemistry
- Physical chemistry
- Biochemistry
- Theory
- Solid state bodies
- Food chemistry
- Chemical industry
- Biotechnology
- Imaging methods
- Sensing
- Light
- Chemical industry
- Synthesis
- Creation of Enterprises
- Start-ups
- Environmental analysis & Water
- Chemical industry
- Biotechnology
- Energy
- Spectroscopy
- SPECIAL
- Process chemistry

### Events
- **Anakon**
  - 23.–26.3.2015, Graz, Switzerland
- **Annual meeting of the GDCh-Fachgruppe Wasserchemische Gesellschaft**
  - 11.–13.05.2015, Schwerin, Germany
- **Achema**
  - 15.–19.06.2015, Frankfurt/Main, Germany

### Increased Print-Run
- Approx. 2.000 copies to members of the Gesellschaft Österreichischer Chemiker GÖCH
- Approx. 1.2000 copies to members of the Schweizerischen Chemischen Gesellschaft
- Approx. 2.000 copies to members of the Gesellschaft Österreichischer Chemiker GÖCH

<table>
<thead>
<tr>
<th>ISSUES</th>
<th>7/8</th>
<th>9</th>
<th>10</th>
<th>11</th>
<th>12</th>
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<td>01.09.2015</td>
<td>01.10.2015</td>
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<td>01.12.2015</td>
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<tr>
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<td>29.05.2015</td>
<td>04.08.2015</td>
<td>01.09.2015</td>
<td>02.10.2015</td>
<td>02.11.2015</td>
</tr>
</tbody>
</table>

### Topics
- Chemical industry
- Synthesis
- Biotechnology
- SPECIAL
- Labautomation
- High throughput techniques
- Chemical industry
- Synthesis
- Standards
- Diagnostics
- Laboratory medicine
- SPECIAL
- Food chemistry
- Chemical industry
- Biotechnology
- Bioanalytics
- Raw materials
- Chemical industry
- Synthesis
- Nobel Prizes
- Chromatography
- Chemical industry
- Biotechnology
- Sample preparation
- Mobility

### Events
- **GDCh-Wissenschaftsforum Chemie**
  - 30.08.–02.09.2015, Dresden, Germany
- **Biotecnica, Labvolution**
  - 06.–08.10.2015, Hanover, Germany
- **Lebensmittelchemikertag**
  - 14.–16.09.2015, Karlsruhe, Germany
- Approx. 2.000 copies to members of the Gesellschaft Österreichischer Chemiker GÖCH

### Increased Print-Run
- Approx. 2.000 copies to members of the Gesellschaft Österreichischer Chemiker GÖCH
### Circulation Breakdown

<table>
<thead>
<tr>
<th>COPIES PER ISSUE</th>
<th>COPIES</th>
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<tbody>
<tr>
<td>Print run</td>
<td>30,850</td>
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<tr>
<td>Member copies</td>
<td>28,785</td>
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<tr>
<td>Archive, sample copies</td>
<td>496</td>
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<tr>
<td>Actual total circulation</td>
<td>30,356</td>
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</table>

<table>
<thead>
<tr>
<th>BRANCHES</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Chemical / Pharmaceutical Industry</td>
<td>29%</td>
</tr>
<tr>
<td>Universities &amp; Highschools</td>
<td>31%</td>
</tr>
<tr>
<td>Scientific Institutes</td>
<td>22%</td>
</tr>
<tr>
<td>others</td>
<td>11%</td>
</tr>
<tr>
<td>Private service provider</td>
<td>4%</td>
</tr>
<tr>
<td>Biotechnology</td>
<td>3%</td>
</tr>
</tbody>
</table>

### Position

- 36% Head of Department / Laboratory
- 22% Professors
- 9% Managing Director
- 11% Employees / Clerks
- 3% others
- 2% no information
- 10% CTA, PTA, BTA

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**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 125-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 & Formats**

<table>
<thead>
<tr>
<th>Advertisements</th>
<th>Format (mm)</th>
<th>Price €</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>width</strong></td>
<td><strong>height</strong></td>
<td></td>
</tr>
<tr>
<td>1/1 Page</td>
<td>180</td>
<td>260</td>
</tr>
<tr>
<td>1/2 Page portrait</td>
<td>90</td>
<td>260</td>
</tr>
<tr>
<td>1/2 Page landscape</td>
<td>180</td>
<td>130</td>
</tr>
<tr>
<td>Juniorpage</td>
<td>135</td>
<td>190</td>
</tr>
<tr>
<td>1/3 Page portrait</td>
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<td>260</td>
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<tr>
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<td>180</td>
<td>90</td>
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<tr>
<td>1/4 Page classic</td>
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<td>130</td>
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<tr>
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<td>1/4 Page landscape</td>
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<td>65</td>
</tr>
<tr>
<td>1/8 Page landscape</td>
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<table>
<thead>
<tr>
<th>Preferred Positions</th>
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</thead>
<tbody>
<tr>
<td>Inside front/back page*1</td>
<td>180</td>
<td>260</td>
</tr>
<tr>
<td>Belly band</td>
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<td></td>
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</table>

* + 3 mm bleed

<table>
<thead>
<tr>
<th>Bound-in Inserts*</th>
<th>Format (mm)</th>
<th>Price €</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>width</strong></td>
<td><strong>height</strong></td>
<td></td>
</tr>
<tr>
<td>2-page A4</td>
<td>210</td>
<td>297</td>
</tr>
<tr>
<td>4-page A4</td>
<td>420</td>
<td>297</td>
</tr>
</tbody>
</table>

* Head: 3 mm, Foredge: 3 mm, Foot + right: min. 3 mm

<table>
<thead>
<tr>
<th>Loose Inserts1</th>
<th>Weight</th>
<th>Price €</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>up to 25 g</td>
<td>190</td>
</tr>
<tr>
<td></td>
<td>up to 50 g</td>
<td>225</td>
</tr>
</tbody>
</table>

**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:**

Commerzbank AG
P2, 12 - 68161 Mannheim, Germany
IBAN: DE94 6708 0050 0751 1188 00
BIC/S.W.I.F.T.: DRES DE FF 670

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 2014 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

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1 Costs per thousand – including postage; no discount for loose inserts, sample must be sent before order can be accepted.
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
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/m²

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. 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
- 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
**ADVERTISEMENTS (Advertisement via mail to stellenmarkt@gdch.de)**

**Formats / prices (VAT not incl.)**

- Prices per column millimeter (45 mm)
  - Jobs in industry: € 6.19
  - Special price for universities: € 5.33
  - Transfer to the online job market: free

**Color surcharges**

- Per Color by Euro - scale: € 400
- Surcharge for 4 - colors: € 1,200
- Special color: € 800
- Special color – 4c color printing: € 400

**Surcharges for special formats**

- Spread ads: 20 % surcharge
- Bleed ads: € 250

**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
Christian 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

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

**Contact:**
GDCh Stellenmarkt
Dr. Karin J. Schmitz
Angela Pereira Laë
Varrentrappestraße 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

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**JOB MARKET ONLINE**

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 to 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:

<table>
<thead>
<tr>
<th>ADVERTISEMENT TYPES (Advertisement via mail to <a href="mailto:stellenmarkt@gdch.de">stellenmarkt@gdch.de</a>)</th>
<th>RUNTIME</th>
<th>PRICE €</th>
</tr>
</thead>
<tbody>
<tr>
<td>HTML-advertisement (Job advertisement in the individual company layout; Delivery as a ZIP file) incl. additional integration of your logo in the tabular summary of ads</td>
<td>4 weeks</td>
<td>585</td>
</tr>
<tr>
<td>pdf-advertisement (Job advertisement in the individual company layout as PDF-File) incl. additional integration of your logo in the tabular summary of ads</td>
<td>4 weeks</td>
<td>545</td>
</tr>
<tr>
<td>Advertisement in standard layout (deliver as MS Word file)</td>
<td>4 weeks</td>
<td>379</td>
</tr>
<tr>
<td></td>
<td>8 weeks</td>
<td>625</td>
</tr>
</tbody>
</table>

Further information is available at 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.
### Online-Advertisement and prices

<table>
<thead>
<tr>
<th>Type</th>
<th>Size (Width x Height)</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leaderboard Banner</td>
<td>729 x 90 Pixel</td>
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<tr>
<td>Full Banner</td>
<td>468 x 60 Pixel</td>
<td>€ 950</td>
</tr>
<tr>
<td>Skyscraper</td>
<td>120 x 600 Pixel</td>
<td>€ 1,050</td>
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<tr>
<td>Text Ad</td>
<td></td>
<td>€ 1,250</td>
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### Publication date newsletter

<table>
<thead>
<tr>
<th>Month</th>
<th>Date</th>
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</thead>
<tbody>
<tr>
<td>January</td>
<td>15, 29, 12, 26</td>
</tr>
<tr>
<td>February</td>
<td>12, 26, 10</td>
</tr>
<tr>
<td>March</td>
<td>3. 17</td>
</tr>
<tr>
<td>April</td>
<td>3. 17</td>
</tr>
<tr>
<td>May</td>
<td>3. 17</td>
</tr>
<tr>
<td>June</td>
<td>3. 17</td>
</tr>
<tr>
<td>July</td>
<td>6, 27</td>
</tr>
<tr>
<td>August</td>
<td>10, 24, 8, 22</td>
</tr>
<tr>
<td>September</td>
<td></td>
</tr>
<tr>
<td>October</td>
<td></td>
</tr>
<tr>
<td>November</td>
<td></td>
</tr>
<tr>
<td>December</td>
<td></td>
</tr>
</tbody>
</table>

### Technical Data:

- **Banner**
  - Size of data: max. 40 KB, Flash no animated GIF and no Flash
  - Datasheet: Sizes, JPG, PNG, TIF

### 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 on the GDCh’s newsletter (hereinafter: “client”) in the magazine of Wiley-VCH GmbH & Co. KGaA (hereinafter: “publisher”) for the purpose of dissertation and presentation in the online platform of online advertising on the publisher’s websites. They shall also apply to orders for third-party supplements or material (hereinafter: “material”) published by the publisher. The client acknowledges these General Terms and Conditions upon placing an order.

2. Defining, conflicting or supplemental general terms and conditions of advertising clients are not to 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 print product within one year. The clientele begins on the date of appearance of the first advert, unless different time restrictions have been agreed on before signing of the contract. The rate of discount is based on volume. Within a year, however, adverts are taken than originally agreed, the publisher shall be entitled to calculate the discount based on the difference between the actual and agreed volume.

4. Upon contractual acceptance, 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 there as a minimum.

5. Order cancellations must be in writing. The cancellation charge imposed in the case of cancellations on the deadline date for the placement of the advertisement (or themselves in the total order value) in each specific instance; however, the client is expressly entitled to the right to prove that the contractor suffered no loss, or at any rate only a lesser loss.

6. Orders for ads and other marketing material to be published specifically and exclusively in specific issues, specific issues or specific publications in the publisher’s magazine must match the publisher in sufficient time – i.e. not later than on the date specified in the confirmation. – for the client to be able to be informed before the advert deadline as to whether the order can be executed in the required 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, as per the publisher’s standard and factually justified principles. If the content of such orders contains legal or regulatory violations of the publisher’s magazine or advertising material is not available for publication, this applies to orders submitted to branch offices, receiving agencies or representatives. Orders for inserts are only standing for the publisher under the insert price list has been submitted and approved. Incorrect, 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 the punctual delivery of print-ready paper or material supplements or for print-ready material required for online advertising. In the case of digital-ready print-ready material, the client undertakes to deliver proper artwork, complying in particular with the format or the technical specifications of the publisher’s publication platform for the print material deadline. The publisher shall require payment for recognizably incomplete or damaged printing material or advertising material to be replaced by the publisher Client immediately when required to do so by the publisher. The cost of producing ordered print-ready material and/or producing ordered advertising material as required, in addition to the cost of any further steps taken by the client to ensure the quality of the technical data of the ready-to-print material and/or advertising material supplied will be borne by the client. Should any deficiencies in the ready printed material or advertising material not be immediately discernible during the printing process, but only become discernible in the printing operation and/or upon insertion, the client is not entitled to refuse any claim on account of an inadequate printout and/or poor insert.

10. Print documents only will be sent to the client if specifically requested. The delivery of unopened items only makes sense after expiry of contract. In the case of audio and/or video linked advertising material, causes that a pop-up screen to open when clicked on, in which audio and/or video content is reproduced is the client responsible for ensuring that the necessary approvals from VESA (as required by the Florida and mechanical) is present and/or the necessary approvals have been obtained. The client shall be entitled to reduce a reduction in payment or a corrected replacement advert in case of fully or partly illegal, incorrect or incomplete printing of adverts, but not to the extent that the purpose of the order is affected. This shall be excluded if the defect results from moment ready-to-print material (law clause 10 above). Should the publisher omit the aforementioned from 3 to 6 or shall substitute the replacement advert shall be immediately, the client shall be entitled to a reduction in payment or cancellation of the contract. Complaints – except if defects are obvious – must be asserted within four weeks after receipt of invoice and proof.