Nachrichten aus der Chemie is the official source of information from the Gesellschaft Deutscher Chemiker GDCh (German Chemists Society) and for the past 64 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.

According to a recent survey, 88% of the recipients read Nachrichten aus der Chemie regularly.

In addition to the print issue, which GDCh members can also find as an e-paper on the association’s website, a newsletter informs 13,000 recipients about news from the chemistry sector and from the GDCh itself, every 14 days.

Overview

**Publication Frequency**

11 per year

**Volume**

Volume 65, 2017

**Print run**

30,850

**Publisher**

Gesellschaft Deutscher Chemiker e.V.

**Publishing house**

Wiley-VCH Verlag GmbH & Co. KGaA

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**Fax**

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**Commercial Manager**

Vanessa Winde

**Advertising Administration**

Melanie Horn

**ISSN**

1439-9598

**Format of the magazine**

DIN A4

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%
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<td>Approx. 2.500 copies to members of the Schweizerischen Chemischen Gesellschaft (Swiss Chemists Society)</td>
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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 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 & FORMATS

<table>
<thead>
<tr>
<th>ADVERTISEMENTS</th>
<th>FORMAT (MM)</th>
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<tr>
<td>1/8 Page landscape</td>
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| PREFERRED POSITIONS | | |
|---------------------|-------------------------------|
| Inside fron/back page* | 180   | 260 | 8,410 |
| Belly band | | | 7,020 |

* + 3 mm bleed

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<td>4-page A4</td>
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* Head: 3 mm; Foredge: 3 mm; Foot + right: min. 3 mm

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<th>LOOSE INSERTS¹</th>
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<td>up to 25 g</td>
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<td></td>
<td>up to 50 g</td>
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</table>

¹ 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: DE5550110800616517443
  - 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 2016 and supersedes all previous price lists.

### Address for shipment (stiched 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
### 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/m²

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

**Transmission options**
- **by e-mail** to melanie.horn@wiley.com
- **by FTP** at ftp.gitverlag.com/incoming
- **by CD Rom**

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

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<table>
<thead>
<tr>
<th>FORMAT</th>
<th>Type Area/ Bleed Size</th>
<th>FORMAT</th>
<th>Type Area/ Bleed Size</th>
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<tbody>
<tr>
<td>1/1 Pages</td>
<td>180 x 260 mm</td>
<td>Junior-page Type Area/ Bleed Size</td>
<td>135 x 190 mm</td>
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<tr>
<td>1/2 Pages</td>
<td>portrait: 90 x 260 mm landscape: 180 x 130 mm</td>
<td>Bleed Size: portrait: 102 x 297 mm landscape: 210 x 147 mm + 3 mm Overlap</td>
<td></td>
</tr>
<tr>
<td>1/3 Pages</td>
<td>portrait: 60 x 260 mm landscape: 180 x 90 mm</td>
<td>Bleed Size: portrait: 70 x 297 mm landscape: 210 x 104 mm + 3 mm Overlap</td>
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</tr>
<tr>
<td>1/4 Pages</td>
<td>portrait: 45 x 260 mm landscape: 180 x 65 mm</td>
<td>Bleed Size: portrait: 54 x 297 mm landscape: 210 x 82 mm + 3 mm Overlap</td>
<td></td>
</tr>
<tr>
<td>1/8 Pages</td>
<td>classic: 90 x 130 mm landscape: 180 x 40 mm</td>
<td>Bleed Size: classic: 102 x 82 mm landscape: 210 x 49 mm + 3 mm Overlap</td>
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</tr>
</tbody>
</table>

**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.
JOB MARKET PRINT

<table>
<thead>
<tr>
<th>ADVERTISEMENT</th>
<th>FORMAT (mm)</th>
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<th>PRICE € (B/W) special price for Universities</th>
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<tr>
<td>1/4 Seite classic</td>
<td>90 x 130</td>
<td>1,490</td>
<td>1,245</td>
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</table>

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

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>
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</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>609</td>
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<tr>
<td></td>
<td>8 weeks</td>
<td>970</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>560</td>
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<td></td>
<td>8 weeks</td>
<td>920</td>
</tr>
<tr>
<td>Advertisement in standard layout (deliver as MS Word file)</td>
<td>4 weeks</td>
<td>389</td>
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<td></td>
<td>8 weeks</td>
<td>639</td>
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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.
The newsletter of Nachrichten aus der Chemie advises 13,000 registered receivers on the latest developments in the chemistry and news from the GDCh every 14 days.

### Online-Advertisement and prices

- **Leaderboard Banner**
  - Size: 729 x 90 Pixel
  - Price: € 1,070

- **Full Banner**
  - Size: 468 x 60 Pixel
  - Price: € 970

- **Skyscraper**
  - Size: 120 x 600 Pixel
  - Price: € 1,070

- **Text Ad**
  - Price: € 1,270

### Publication date newsletter

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<td>6. 20.</td>
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<td>July</td>
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<td>3. 24.</td>
<td>7. 21.</td>
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</table>

### Technical Data:

- **Banner**
  - Size: max. 40 KB
  - Format: GIF, JPG
  - Text Ad: up to 600 characters incl. blanks

### 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 advertisement (hereinafter: “client”) in the magazine Nachrichten aus der Chemie for the purpose of dissemination and placing in the list of online and print advertising on the publisher’s websites. They shall also apply to orders for third-party supplements 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 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 product within one year. The timeframe begins on the date of appearance of the first advert, unless a different timeframe has been agreed on before signing of the contract. The date of the contract is based on the order date. If, within a year, adverts are taken later than originally agreed, the publisher shall be entitled to calculate the discount based on the difference between the actual and agreed period.

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 in writing. The cancellation charge imposed in the case of cancellations on the deadline lies for the placement of the advertisement or withdrawal of the advertisement from the product in that order value in each specific instance; however, the client is expressly granted the right to provide proof that the contractor suffered loss, or at any rate only a lower loss.

6. Stresses for advertising and other marketing material to be published specifically and exclusively in specific issues, specific publications or in specific places in the publication must not 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 about the actual deadline of whether the order can be executed in the required manner.

7. Adverts and online advertising not directly recognizable as advertisements because of their editorial layout will be clearly marked with the word “Advertisement.”

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 contains illegal or regulatory violations or if the publication is unsuitable for the advertised publication. This applies to orders submitted to branch offices, receiving agencies or representatives. Orders for inserts are only binding for the publisher on the insert schedule that has been submitted and approved. Adverts, which due to the form 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 immediate retraction of any advertising material.

9. The client is responsible for factual publication of proper ready-made print material or supplements or for print publication of material 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 and technical specifications of the publications, punctually and for the material publication deadline. The publisher shall release the material for reproduction as soon as required for reproduction or for the turnover of advertising clients, which is to be defined in the order.

10. The client shall be entitled to a reduction in price 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 void if the defect results from incorrect or 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 scope of the possibilities of the printing material. Before a digital transmission of artwork, the client is responsible for ensuring by means of suitable...
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Editor-in-Chief

Frauke Zbikowski
Editor

Maren Bulmahn
is responsible for the topics from industry

Eliza Leusmann
is responsible for the topics from science

Stefanie Schehlmann
Assistant

Jürgen Bugler
Layout

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