Addend Value
Nachrichten aus der Chemie App

The Wiley Journal App Service (JAS) gives users access to the top content of Nachrichten aus der Chemie on mobile devices – anywhere and anytime!

Now you can make use of this new platform and the prime positioning of Nachrichten aus der 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.

Description

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 19,000 recipients about news from the chemistry sector and from the GDCh itself, every 14 days.

Overview
Publication Frequency 11 per year
Volume Volume 68, 2020
Print run 30,850
Publisher Gesellschaft Deutscher Chemiker e.V.
Wiley-VCH Verlag GmbH & Co. KGaA
Boschstrasse 12, 69469 Weinheim
+49 (0) 6201 606 0
+49 (0) 6201 606 793
www.gdch.de
nachrichten@gdch.de
Editor-in-Chief Dr. Christian Remenyi
Corporate Sales Dr. Katja Habermüller
Director EMEA, Sciences Vanessa Winde
Commercial Manager EMEA, Sciences Melanie Horn
Advertising Administration ISSN
Format of the magazine DIN A4
## Dates & Contents

### ISSUES 1 2 3 4 5 6

<table>
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<tr>
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### TOPICS

- **Trend Report: Inorganic Chemistry**
  - Synthesis
  - Fluor
  - Chemical Industry
  - Sensor Technology
- **Trend Report: Solid State Chemistry**
  - Chemical Industry
  - Life Sciences
  - Inorganic Chemistry
  - Raw Materials
- **Trend Report: Organic Chemistry**
  - Synthesis
  - Radioactive Elements
  - Chemical Industry
  - Environmental Analysis
- **Detergents and Surfactants**
- **Inorganic Chemistry**
- **Chemical Industry**
- **Sensor Technology**
- **Environmental Analysis**

### EVENTS

| 3rd European Chemistry Partnering | 26.02.2019 Frankfurt, Germany |
| Anakon 25.–28.03.2019 Münster, Germany |
| Handelsblatt-Jahrestagung Chemie 04.–05.04.2019 Frankfurt am Main, Germany |
| Wasser 2019 27.–29.04.2019 Erfurt, Germany |
| Labvolution 21.–23.05.2019 Hanover, Germany |

### INCREASED PRINT-RUN

- Approx. 2,000 copies to members of the Gesellschaft Österreichischer Chemiker GÖCH (Austrian Chemists Society)
- Approx. 2,000 copies to members of the Gesellschaft Österreichischer Chemiker GÖCH

### ISSUES 7/8 9 10 11 12

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<td>14.09.2020</td>
<td>15.10.2020</td>
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### TOPICS

- **Trend Report: Biochemistry**
  - Chemical Industry: Overview
  - Synthesis
  - Inorganic Chemistry
  - Diagnostics
  - Chemical Elements
- **Food Chemistry**
  - Food Analysis
  - Synthesis
  - Chemical Industry
- **Trend Report: Macromolecular Chemistry**
  - Inorganic Chemistry
  - Life Sciences
  - Plastics Industry
  - Material Analysis
  - “About the element mercury”
- **Trend Report: Theoretical Chemistry**
  - Synthesis
  - Chromatography & Hyphenated Techniques
  - Chemical Industry
- **Trend Report: Technical Chemistry**
  - Inorganic Chemistry
  - Life Sciences
  - Spectroscopy
  - Chemical Industry: Statistics and Current Performance
  - Water Analysis

### EVENTS

- GDCh-Wissenschaftsforum Chemie 15.–18.09.2019 Aachen, Germany
- Deutscher Lebensmittelchemikertag 16.–18.09.2019 Dresden, Germany

### INCREASED PRINT-RUN

- Approx. 2,000 copies to members of the Gesellschaft Österreichischer Chemiker GÖCH
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.
## Terms of Payment:
Payment within 30 days without deduction. Direct debit with 3% discount.

### Bank Details:
J.P. Morgan AG
Tausnur Turm, Tausnutor 1
60310 Frankfurt, Germany
IBAN: DE550110800616151743
BIC: CHASDEFX
VAT-Id.No.: DE 813481633 · Tax No.: 47020/21620

All prices are subject to 19% VAT.

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

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### Prices & Formats

#### ADVERTISEMENTS

<table>
<thead>
<tr>
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<tr>
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<tr>
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<tr>
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#### PREFERRED POSITIONS

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<tbody>
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* + 3 mm bleed

#### BOUND-IN INSERTS*

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<th>PRICE €</th>
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<tbody>
<tr>
<td>2-page A4 210x297</td>
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<tr>
<td>4-page A4 420x297</td>
<td>7,230</td>
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* Head: 3 mm; Foredge: 3 mm; Foot + right: min. 3 mm

#### LOOSE INSERTS1

<table>
<thead>
<tr>
<th>WEIGHT</th>
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<tr>
<td>up to 25 g</td>
<td>200</td>
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<tr>
<td>up to 50 g</td>
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#### ADDITIONAL CHARGES

<table>
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<th>Request positions</th>
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#### DISCOUNTS

<table>
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<tr>
<th>3 Advertisements</th>
<th>5 %</th>
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<tbody>
<tr>
<td>6 Advertisements</td>
<td>10 %</td>
</tr>
<tr>
<td>9 Advertisements</td>
<td>15 %</td>
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<tr>
<td>12 Advertisements</td>
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<tr>
<td>18 Advertisements</td>
<td>25 %</td>
</tr>
<tr>
<td>24 Advertisements</td>
<td>30 %</td>
</tr>
</tbody>
</table>

### 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

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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

**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.

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.

**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 RBG 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

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
Job Market PRINT

**ADVERTISEMENTS**

<table>
<thead>
<tr>
<th>FORMAT (mm)</th>
<th>PRICE € (4C) special price for Universities</th>
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</thead>
<tbody>
<tr>
<td>1/1 Page</td>
<td>180 x 260</td>
</tr>
<tr>
<td>1/2 Page portrait</td>
<td>90 x 260</td>
</tr>
<tr>
<td>1/2 Page landscape</td>
<td>180 x 130</td>
</tr>
<tr>
<td>1/4 Seite classic</td>
<td>90 x 130</td>
</tr>
</tbody>
</table>

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

**Colors**

- 4c colors inclusive
- Per Color by Euro – scale: on request
- Special color – 4c color printing: on request

**Surcharges**

- Spread ads: 20% surcharge

**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

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

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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 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**

<table>
<thead>
<tr>
<th>HTML-advertisement (Job advertisement in the individual company layout; Delivery as a ZIP file)</th>
<th>4 Wochen</th>
<th>590</th>
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</thead>
<tbody>
<tr>
<td>incl. additional integration of your logo in the tabular summary of ads</td>
<td>8 Wochen</td>
<td>950</td>
</tr>
</tbody>
</table>

**pdf-advertisement** (Job advertisement in the individual company layout as PDF-File)

- 4 Wochen | 590
- 8 Wochen | 950

**Advertisement in standard layout** (deliver as MS Word file)

- 4 Wochen | 389
- 8 Wochen | 639

**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 19,000 registered receivers on the latest developments in the chemistry and news from the GDCh every 14 days.

Online-Advertisement and prices

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<tr>
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Publication date newsletter

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<th>June</th>
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<td>5 + 26</td>
<td>9 + 23</td>
<td>7 + 20</td>
<td>4 + 18</td>
</tr>
<tr>
<td>July</td>
<td>August</td>
<td>September</td>
<td>October</td>
<td>November</td>
<td>December</td>
</tr>
<tr>
<td>9 + 23</td>
<td>6 + 20</td>
<td>5 + 26</td>
<td>8 + 22</td>
<td>5 + 26</td>
<td>10.</td>
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</table>

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

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 “order”) relating to the publication of one or several adverts of one advertiser (hereinafter “client”) in the magazine(s) 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 threesheet supplements in the magazine(s) published by the publisher. The client acknowledges these General Terms and Conditions upon placing an order.

2. Offerings, conditions of delivery, 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 client agrees to apply to clients wishing to place more than one advert. The discount shown in the advert price list are only granted for advertisers’ adverts which appear in a printed product within one year. The timeframe 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 date of discount is based on the date on which the client’s order is executed.

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 specified in clause 5.

5. Orders cancellations must be made in writing. The cancellation charge imposed in the case of cancellation on the deadline date for the placement of the advertisement (orminimum) 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, on specific dates in the publications 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 context will be treated with the word “advert” by the publisher.

8. The publisher reserves the rights given advert order – including individual ads under a blanket contract – or for inserts, proofs or inserts, proofs on original, form or as technical, order and in its own standard and factually justified principles if the content of such orders contains legal or regulatory stipulations or other publications are unfeasible 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 in writing, due to the format, or appearance may appear to the reader as part of the newspaper or magazine, or which cannot third party adverts, shall not be accepted. No contract shall be concluded to the client without delay in such cases, the publisher reserves the right to reject or request changes, modifications or supplements to the description of such orders.

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 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 in writing, due to the format, or appearance may appear to the reader as part of the newspaper or magazine, or which cannot third party adverts, shall not be accepted. No contract shall be concluded to the client without delay in such cases, the publisher reserves the right to reject or request changes, modifications or supplements to the description of such orders.

10. The client’s claims for damages shall be excluded; 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.

11. Claims for damages on account of breach of contract or of statutory 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 of the part of the publisher, its legal representatives or vicarious agents shall also be exempt from the liability exclusion.

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

13. The client shall be entitled to receive further adverts in addition to the volume stated in the order within the agreed timeframe or that specified in clause 5.

14. The client is neither responsible for the correctness of the returned sample. 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.

15. Sample print-outs will only be provided where specifically requested.

16. The client is responsible for ensuring that the necessary approvals from GEMA (society for musical performing and reproduction rights) are obtained. The latter is responsible for providing the necessary certification from the publisher of the publication and distribution of the advert.

17. 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 Telecommunications 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 interaction of advertising material in the online offering of the publisher, the client also affirms that they will abide by the provisions of the German Telemedia Act (TMTG) and/or the Interstate Broadcasting Treaty (RTRT) as well as the Federal Data Protection Act (BDSG) in the collection, processing and use thereof.

18. The client shall bear the costs of any invoices related to the online advertising. 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.

19. In the event of a delay in delivery or payment, interest and recovery costs shall be added to the amount due. In 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, thereof there is established doubt over the client’s ability to pay the advertiser shall be entitled, acting on the duration of an outstanding contract, to make the publication of further adverts dependent on the payment of the sum due and the settlement of outstanding invoices, regardless of the payment terms originally agreed.

20. The publisher may provide a copy of the advert along with the invoice. Depending on the type and shape of advertising contract, abstract extracts, record pages or full record numbers will be provided. If a record cannot be longer created, shall be replaced with simply sending certification from the publisher on the publication and distribution of advert.

21. 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, when it is appropriate, the average actual distribution in the previous year is exceeded. A reduction in circulation is only deemed as a deficiency eligible for a price reduction if it amounts to:

- 10% for circulation of up to 50,000 issues
- 15% for circulation of up to 100,000 issues
- 20% for circulation of up to 200,000 issues
- 25% for circulation of up to 500,000 issues.

In addition, claims for price reductions are excluded by contracts of the publisher has given the client sufficient notice of the reduction in circulation for the client to be able to ascertain the contract before publication of the adverts.

22. The publisher shall not be responsible for damage in the course of advertising caused by unforeseeable events such as strikes, lock-outs, or disruptions of operations, etc. After the cessation of such events, the publisher may either publish adverts in the next issue, provided the publication date has been changed in the meantime. In this context, the client shall not be entitled to claim damages.

23. 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 Chemnitz, Germany.

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