

Media Guide

2021 REFRESH YOUR MARKETING **Nachrichten aus der Chemie**

www.GDCh.de



App
available

WILEY

Nachrichten aus der Chemie

***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 29,000 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 **30,000 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 more than 20,000 recipients about news from the chemistry sector and from the GDCh itself, every 14 days.*

Overview

Publication Frequency
11 per year

Volume
Volume 69, 2021

Print run
30,950

Publishing house
Gesellschaft Deutscher Chemiker e.V.

Editor-in-Chief
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Commercial Manager Sciences
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Format of the magazine
DIN A4

Content

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Dates & Contents

Issues						
	1 January	2 February	3 March	4 April	5 May	6 June
Publishing date	02.01.2021	01.02.2021	01.03.2021	01.04.2021	03.05.2021	01.06.2021
Advertising deadline	01.12.2020	05.01.2021	02.02.2021	03.03.2021	30.03.2021	30.04.2021
Advertising deadline "Job-market"	10.12.2020	14.01.2021	11.02.2021	11.03.2021	14.04.2021	11.05.2021
Topics	Trend Report: Inorganic Chemistry Synthesis Life Sciences Sensor Technology Chemical Industry	Trend Report: Solid State Chemistry Chemical Industry Inorganic Chemistry Material Chemistry	Trend Report: Organic Chemistry Life Sciences Synthesis Chemical Industry	Environmental Chemistry Detergents and washing agents Chromatography Chemical Industry: Statistics and Economy	Trend Report: Physical Chemistry Synthesis Water Analysis Life Sciences Chemical Industry: Statistics and Economy	Trend Report: Technical Chemistry Inorganic Chemistry Spectroscopy Process Industry
Events		5th European Chemistry Partnering Frankfurt 23.02.2021			Wasser 2021 Potsdam 10.-12.05.2021	Achema Frankfurt 14.-18.06.2021
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 (Austrian Chemists Society)	

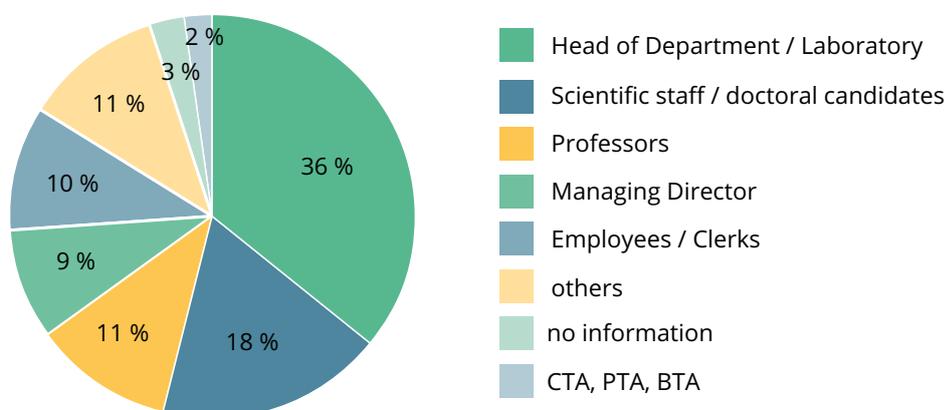
Issues					
	7/8 July/August	9 September	10 October	11 November	12 December
Publishing date	02.07.2021	01.09.2021	01.10.2021	01.11.2021	01.12.2021
Advertising deadline	31.05.2021	05.08.2021	02.09.2021	04.10.2021	03.11.2021
Advertising deadline "Job-market"	10.06.2021	13.08.2021	10.09.2021	13.10.2021	11.11.2021
Topics	Trend Report: Biochemistry Chemical Industry: Statistics and Economy Synthesis Inorganic Chemistry Life Sciences	Trend Report: Food Chemistry Bioeconomy Base Metals Synthesis Science policy and the elections in Germany	Trend Report: Macromolecular Chemistry Inorganic Chemistry Life Sciences Material Analysis Plastics Industry	Trend Report: Theoretical Chemistry Synthesis Chromatography Chemical Industry	Trend Report: Chemical Education Inorganic Chemistry Life Sciences Digitalization
Events		Deutscher Lebensmittelchemikertag Wuppertal 30.08.-01.09.2021			
		Wissenschaftsforum Chemie München 29.08.-01.09.2021			
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 (Austrian Chemists Society)	

Analysis

Circulation Breakdown

Copies per issue Ø	Copies
Print run	28,758
Member copies	27,721
Archive, sample copies	360
Actual total circulation	28,398

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



Die Gesellschaft Deutscher Chemiker GDCh

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 30,000 individual and corporate members from academia, business, government and various professions. Approximately 9,000 students and young members develop their own initiatives and 60 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 (Chemistry 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

Advertisements (type area)	width / height (mm)	Price € 4c
1/1 Page	180 x 260	7,840
1/2 Page portrait	90 x 260	4,685
1/2 Page landscape	180 x 130	4,685
Juniorpage	135 x 190	4,890
1/3 Page portrait	60 x 260	3,150
1/3 Page landscape	180 x 90	3,150
1/4 Page classic	90 x 130	2,400
1/4 Page portrait	45 x 260	2,400
1/4 Page landscape	180 x 65	2,400
1/8 Page classic	90 x 65	1,550
1/8 Page landscape	180 x 40	1,550

Preferred Positions

Inside front/back cover*	210 x 297	8,620
Belly band		7,195

* + 3 mm bleed

Bound-in Inserts ¹	width / height (mm)	Price € 4c
2-page A4	210 x 297	6,450
4-page A4	420 x 297	7,410

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

Loose Inserts ¹	weight	Price € 4c
	up to 25 g	205
	up to 50 g	245

Terms of Payment:

Payment within 30 days without deduction.

Bank details:

J.P. Morgan AG
Taunus Turm · Taunustor 1
60310 Frankfurt, Germany
IBAN: DE55501108006161517443
BIC: CHASDEFX

VAT-Id.No.: DE136766623

Tax No.: 47020/29082

All prices are subject to the statutory VAT.

The new price list comes into effect on 1 January 2021 and supersedes all previous price lists.



Additional charges

Request positions	10 %
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Discounts

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

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

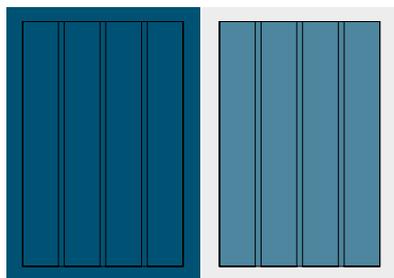
westermann druck GmbH
Georg-Westermann-Allee 66
Tor 1
38104 Braunschweig · Germany

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

Fax: +49 (0) 6341 142-410253

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

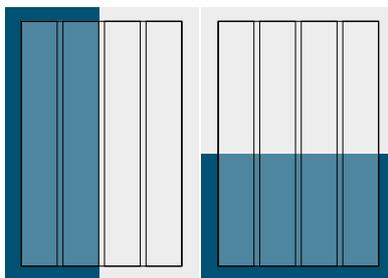
Formats



1/1 Pages
Type Area/Bleed Size

Type Area:
180 x 260 mm

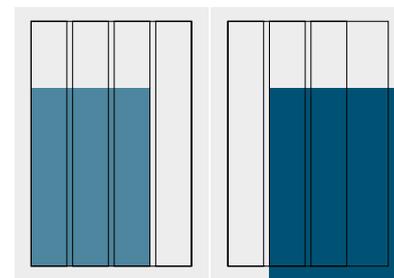
Bleed Size:
210 x 297 mm



1/2 Pages
Type Area/Bleed Size

Type Area:
portrait: 90 x 260 mm
landscape: 180 x 130 mm

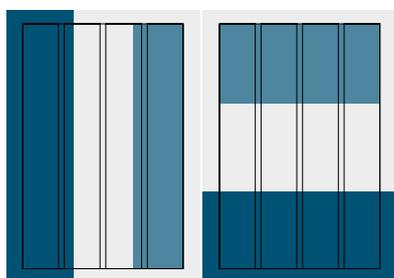
Bleed Size:
portrait: 102 x 297 mm
landscape: 210 x 147 mm



Juniorpage

Type Area:
135 x 190 mm

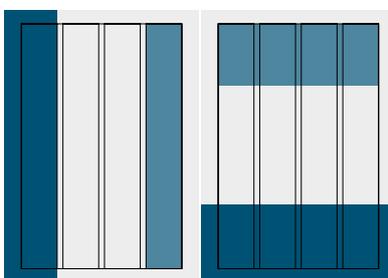
Bleed Size:
147 x 209 mm



1/3 Pages
Type Area/Bleed Size

Type Area:
portrait: 60 x 260 mm
landscape: 180 x 85 mm

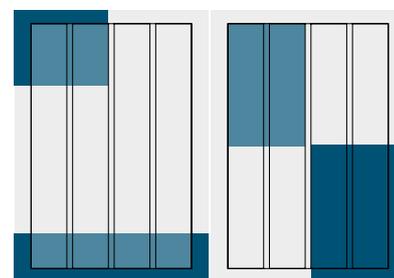
Bleed Size:
portrait: 70 x 297 mm
landscape: 210 x 104 mm



1/4 Pages
Type Area/Bleed Size

Type Area:
portrait: 45 x 260 mm
landscape: 180 x 65 mm

Bleed Size:
portrait: 54 x 297 mm
landscape: 210 x 82 mm



1/4 | 1/8
Pages Type Area/Bleed Size

Type Area:
classic: 90 x 130 mm
Bleed Size:
classic: 102 x 147 mm

Type Area:
classic: 90 x 65 mm
landscape: 180 x 40 mm
Bleed Size:
classic: 102 x 82 mm
landscape: 210 x 49 mm

Please provide advertisements in bleed size with 3 mm overlap on all sides.

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: 3; column width 60 mm or
Number of columns: 2; column width 90 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

The delivery address for bound-in inserts and any supplements will be given to you with the order confirmation.

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, we require a resolution of at least 250 dpi.
4. Do not compress JPG files too strongly, or this will lead to visible loss of image quality.
Use the "maximum" or "high" quality gradings.

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.

Transmission options

by E-Mail to mradtke@wiley.com



Wiley-VCH GmbH
FAO: Melanie Radtke
Boschstrasse 12
69469 Weinheim
Tel.: +49 (0) 6201 606 557 · Fax: -790

Job Market PRINT

Advertisement	FORMAT (mm)	Price € (4c)	Price € (4c) special price for Universities
1/1 Page	180 x 260	6,650	5,650
1/2 Page potrait	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,

Prices for customized formats (VAT not incl.)

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

Color surcharges

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

Surcharges for special formats

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 (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
Für „Nachrichten aus der Chemie“, Heft ...
Industriestraße 15 · D-76829 Landau/Pfalz · Germany

Tel.: +49 (0) 6341 142-253 · Fax: +49 (0) 6341 142-410253

Contact:

GDCh-Stellenmarkt
Angela Pereira Jaé
Alina Gajda
Varrentrappstraße 40-42
60486 Frankfurt/Main · Germany

Tel.: +49 (0) 69 7917-665

Please send advertisements as PDF-file to GDCh job market: stellenmarkt@gdch.destellenmarkt@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 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 stellenmarkt@gdch.de)	Runtime	Price €
HTML-advertisement		
Job advertisement in the individual company layout; Delivery as a ZIP file	4 weeks	590
incl. additional integration of your logo in the tabular summary of ads	8 weeks	950
PDF-advertisement		
Job advertisement in the individual company layout as PDF-File	4 weeks	590
incl. additional integration of your logo in the tabular summary of ads	8 weeks	950
Jobs for young professionals both as html and PDF advertisement	4 weeks	339
Advertisement in standard layout (deliver as MS Word file)	4 weeks	389
	8 weeks	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.

Newsletter

The newsletter of **Nachrichten aus der Chemie** advises **20,000 registered receivers** on the latest developments in the chemistry and news from the GDCh every 14 days.

Online-Advertisement and prices

Medium Rectangle	300 x 250 Pixel	€ 1,180
Text Ad		€ 1,300

Publication date newsletter

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

GDCh
Newsletter



Liebe Leserinnen, liebe Leser,

damit die Sommerpause der *Nachrichten aus der Chemie* nicht zu lang wird: Wir haben für Sie alle in diesem Jahr erschienenen Trendberichte in der Wiley Online Library in einem virtuellen Heft zusammengefasst. Die Trendberichte sind impulsgebende Arbeiten aus einzelnen chemischen Fachdisziplinen – gesichtet von Expertinnen und Experten und in einer gut lesbaren Übersicht zusammengestellt. Es lohnt sich, den Link zum [virtuellen Trendberichtsheft 2019](#) zu bookmarken, denn peu à peu kommen die weiteren Trendberichte dieses Jahres hinzu.

Im Editorial des digitalen Sonderhefts hat sich auch Nachrichten-Kurator Burkhard König darüber Gedanken gemacht, [wie ein Trend entsteht](#). Für ihn sind die Trendberichte eher „Trendermöglichungsberichte“. Denn es gilt nicht, auf einen bestehenden Trend aufzuspringen, sondern „viel wichtiger ist der Keim einer Entwicklung, das erste wichtige Ergebnis und die frühen Anwendungen. Wenn diese nicht erkannt, kommuniziert und von anderen wahrgenommen werden, kann kein Trend entstehen.“

Erste Trends lassen sich auch bei der [GDCh-ChemPubSoc-Europe-Publikationsinitiative](#) erkennen. Zur Halbzeit haben die GDCh-Ortsverbände Greifswald, Bochum, Rostock, Marburg und Karlsruhe am meisten in den ChemPubSocEurope-Zeitschriften veröffentlicht. Auf den Verfolgerplätzen tummeln sich Bielefeld, Göttingen, Jena und Ulm. Publish or perish, sagt der

Text Ad
€ 1,300

Fragen und antworten

Durchschnittlich 4,4 oder 3,9 Prozent mehr Gehalt gab es für Chemiker, je nachdem ob innerhalb oder außerhalb der chemischen Industrie beschäftigt. Wer bei der [Gehaltsumfrage der GDCh](#) und des Verbands Angestellter Akademiker mitgemacht hat, hatte die Ergebnisse im Briefkasten. Einige [Daten zu Einstiegsgehältern](#) stehen im Internet. Für GDCh-Mitglieder gibt's mehr [Details nach dem Einloggen bei MyGDCh](#).

Die GDCh-Fachgruppe Makromolekulare Chemie bereitet das Jahr der Polymere im kommenden Jahr vor. Dafür möchte sie wissen, was Sie am Thema Polymere reizt und wo Polymere besser werden sollen und müssen. Nehmen Sie teil an der [Umfrage zu den Errungenschaften aus 100 Jahren Polymerwissenschaften](#).

BIO Deutschland, die Hochschule Reutlingen und die Universität St. Gallen befragt Mitarbeiter in forschenden Unternehmen, was sie von Künstlicher Intelligenz (KI) in der Biotech- und Pharmaindustrie halten. Teilnehmer der [Umfrage zu KI in der Pharmaforschung](#) erhalten eine anonymisierte Auswertung der Ergebnisse.

--- Anzeige ---

Medium
Rectangle
€ 1,180

Lesen

Die elektronische Broschüre der GDCh-Fachgruppe Gewerblicher Rechtsschutz [Wie liest man Patente?](#) beantwortet Fragen wie „Was ist ein Patent?“, „Was ist der Unterschied zwischen einem Patent und einer wissenschaftlichen Veröffentlichung?“ und „Wie sind Patentnummern verschlüsselt?“. Sie richtet sich vor allem an Masterstudierende und Doktoranden.



Aktuelle Ausgabe

General Terms and Conditions for Advertisements, Supplements, Digital 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 (hereinafter: "publisher") for the purpose of dissemination and relating to the placement of online advertising on the publisher's websites. They shall also apply to orders for third-party supplements in the magazines published by the publisher. The client acknowledges these General Terms and Conditions upon placing an order.

2. Differing, conflicting or supplemental general terms and conditions of advertising clients will not be recognized as an integral part of the contract, unless the publisher expressly agrees to them.

3. The following shall apply to clients wishing to place more than one advert: The discounts shown in the advert price list are only granted for advertisers' adverts which appear in a printed product within one year. The timescale begins on the date of appearance of the first advert, unless a different start date has been agreed in writing upon signing of the contract. The size of discount is based on volume. If, within a year, fewer adverts are taken than originally agreed, the publisher shall be entitled to re-calculate the discount based on the difference between the actual and guaranteed number taken.

4. Upon contractual signing, the client shall be entitled to release further adverts in addition to the volume stated in the order within the agreed timeframe or that stated in clause 3.

5. Order cancellations must be issued in writing. The cancellation charge imposed in the case of cancellation on the deadline date for the placement of the advertisement (or thereafter) is the total order value. In each specific instance, however, the client is expressly granted the right to provide proof that the contractor suffered no loss, or at any rate only a lower loss.

6. Orders for adverts and other marketing material to be published specifically and exclusively in specific issues, specific publications or in specific places in the publication must reach the publisher in sufficient time – i.e. not later than on the date specified in the order confirmation – for the client to be able to be informed before the advert deadline of whether the order can be executed in the requested manner.

7. Adverts and online advertising not directly recognizable as adverts because of their editorial layout will be clearly marked with the word "Advert" by the publisher.

8. The publisher reserves the right to reject advert orders – including individual adverts under a blanket contract – or orders for inserts, on grounds of content, origin or technical format, under its own standard and factually justified principles if the content of such orders contravenes legal or regulatory stipulations or if their publication is unacceptable for the publisher. This applies to orders submitted to branch offices, receiving agencies or representatives. Orders for inserts are only binding for the publisher once the insert template has been submitted and approved. Inserts which, due to the format or appearance, may appear to the reader to be part of the newspaper or magazine, or which contain third-party adverts, shall not be accepted. Rejection of an order shall be communicated to the client without delay. In such cases, the publisher reserves the right to request repayment of any discounts granted.

9. The client is responsible for punctual delivery of proper ready-to-print material or supplements or for punctual delivery of materials required for online advertising. In the case of digital ready-to-print material the client undertakes to deliver proper artwork, complying in particular with the format or the technical specifications of the publisher, punctually for the print material deadline. The publisher shall request replacement for recognizably inaccurate or damaged printing material without delay. The publisher guarantees print quality customary to that of the title concerned within the scope of the possibilities of the printing material. Before a digital transmission of artwork, the client is responsible for ensuring by means of suitable technical measures that the transmitted files are free of any computer viruses. Should the publisher discover computer viruses in a file transmitted by e-mail, said file will be deleted immediately without the possibility of the client making any related claims.

10. Discernibly unsuitable or damaged ready-to-print material and/or advertising material is to be replaced by the client immediately when requested to do so by the publisher. The cost of producing ordered ready-to-print material and/or of producing ordered advertising material as well as of substantial alterations to originally agreed versions that are requested by the client and for which the latter is responsible due to the technical quality of the ready-to-print material and/or advertising material supplied will be borne by the client. Should any deficiencies in the ready-to-print material and/or advertising material not be immediately discernible during the review process, but only become discernible in the printing operation and/or upon insertion, the client is not entitled to raise any claims on account of an inadequate printout and/or poor insertion.

11. Print documents will only be sent to the client if specifically requested. The obligation of safekeeping ends three months after expiry of contract.

12. In the case of audio and/or video linked advertising (e.g. banners that cause a pop-up window to open when clicked on, in which audio and/or video content is reproduced) the client is responsible for ensuring that the necessary approvals from GEMA [society for musical performing and mechanical reproduction rights in Germany] or other copyright associations and/or owners have been obtained.

13. The client shall be entitled to a reduction in payment or a corrected replacement advert in cases of fully or partly illegible, incorrect or incomplete printing of adverts, but only to the extent that the purpose of the advert is affected. This shall be excluded if the defect results from incorrect ready-to-print material (see clause 10 above). Should the publisher allow the timeframe given to him to elapse or should the replacement advert still be incorrect, the

client shall be entitled to a reduction in payment or cancellation of the contract. Complaints – except if defects are not obvious – must be asserted within four weeks from receipt of invoice and proof.

14. (1) The client's claims for damages shall be excluded unless provided for otherwise hereinafter. This exclusion of liability shall also apply in favour of the publisher's legal representatives and vicarious agents in the event that the client asserts claims against them.

(2) Claims for damages on account of death, injuries or adverse health effects as well as claims for damages caused by a violation of essential contractual obligations shall be exempt from the liability exclusion in paragraph 1. Essential contractual obligations shall mean obligations, the 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 he is the unconditional owner of all rights of use to the advertising material necessary for publication and distribution. In this respect he indemnifies the publisher from all claims by third parties, and grants the publisher the rights of usage necessary for publication of the advertising material.

18. The client avouches that he is entitled to set the hyperlinks connected to the online advertising. The client furthermore affirms that he will abide by the applicable data privacy legislation – in particular of the Federal and the Teleservices Data Protection Act – and also impose such a responsibility on 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 (RfStV) 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, a copy of the advert along with the invoice. Depending on the type and scope of advertising contract, advert extracts, record pages or full record numbers will be provided. If a record can no longer be created, it will be replaced with a legally binding certification from the publisher of the publication and distribution of the advert.

22. In the event of a reduction in circulation, a price reduction may be claimed for contracts for a series of adverts if, in the overall average of the insertion year of the first advert, the average circulation stated in the price list or stated any other way or, if a circulation figure is not given, the average number of issues sold (for trade magazines, where appropriate, the average actual distribution) in the previous calendar year is not exceeded. A reduction in circulation is only deemed as a deficiency eligible for a price reduction if it amounts to

- 20% for circulation of up to 50,000 copies
- 15% for circulation of up to 100,000 copies
- 10% for circulation of up to 500,000 copies
- 5% for circulation of up to 500,000 copies.

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

23. The publisher shall not be responsible for any delays in performance caused by unforeseeable events which the publisher cannot influence (such as strikes, lock-outs, disruption of operations, etc.). After the cessation of such events, the publisher may either publish adverts in the next possible issue of the printed work or online advertising medium, or withdraw from the contract – entirely or in part. In this context, the client shall not be entitled to claim damages.

24. The place of performance and exclusive place of jurisdiction for all disputes shall – to the extent permitted by law – be the publisher's headquarters, at present Weinheim, Germany.

25. The legal code of the Federal Republic of Germany shall be applicable under exclusion of the United Nations Convention on Contracts for the International Sale of Goods.

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