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2025 Media Guide **GIT SECURITY** International

Compelling solutions through
strategic partnerships

www.git-security.com



GIT SECURITY

GIT SECURITY has a unique approach to the market and is the premier journal in the field of security publications.

GIT SECURITY reaches out to end-users of security and fire protection equipment in key industries and targets all channels of distribution – from manufacturers to distributors, installers, consultants, system integrators and contractors. This approach offers marketers the opportunity to not only push products and solutions into the market but also to create a pull from the market by targeting end-users.

GIT SECURITY's market presence is the best of all security magazines in the EMEA market (Europe, Middle East, Africa) with a qualified circulation 4 issues of 20,000 copies each per year.

The high circulation numbers, in combination with a superior level of editorial quality and the journal's good reputation, are the key assets of **GIT SECURITY**. The integration of systems is crucial for our market, and **GIT SECURITY** takes this into account with its comprehensive approach to security, fire protection, and safety.

The publication deals with the diversity and complexity of safety and security topics in the 5 permanent sections of Management, Security, Information Technology, Fire Protection, and Safety. The journal speaks to decision makers by presenting market news and trends, and featuring products, companies, and applications.

We offer unique cross-media opportunities through the combination of newsletters, social media channels and the online portal **GIT-SECURITY.com**.

Plus: Our new virtual symposium series titled **Wiley Industry Talks**, which is an event platform for a cross-industry exchange in the field of safety and security.

Overview

Publication Frequency
4 issues per year

Volume
22nd year 2025

Circulation
Ø 20,000 print/
epaper per issue

Publishing Director
Steffen Ebert

Team Lead Sales
Miryam Reubold

Advertising Administration
Claudia Vogel

Subscription
€ 57.30 (+ VAT)

Single Copy Rate
€ 17.00 (+ VAT, + Postage)

Subscription for students
€ 28.65 (+ VAT)

ISSN
2190-4367

Format of the magazine
DIN A4, 210 x 297 mm

Content

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Analysis

GIT SECURITY is the security publication with the largest distribution in the EMEA market (20,000 copies print/epaper)

GIT SECURITY is targeting 50-50: 50% in the distribution channel for security products (distributors, installers, system integrators, contractors and consultants / see breakdown distribution channel) **and 50% end-users of security products in key branches** (security officers, heads of departments, project managers, facility managers and IT specialists / see breakdown end-users)

Target breakdown END-Users

Section	Ø %
Industry, Energy & Utilities	20%
Transportation, Logistics & Traffic	16%
Retail	14%
IT, Telecom & Data Center	13%
Finance	11%
Healthcare	11%
Education	8%
Government	7%
Energy & Water	3%

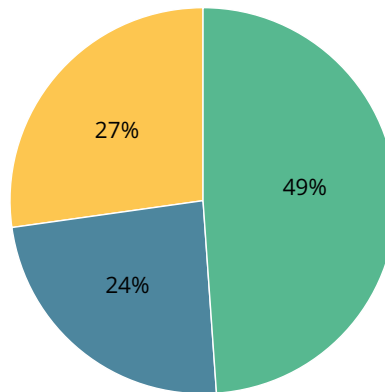
Target breakdown of GIT SECURITY INTL coverage

Country / Region	Ø %
EMEA (Europe, Middle East, Africa)	49%
APAC (East Asia, South East Asia, Australia, Oceania/Pacific)	24%
AMER (North America, South America)	27%

Breakdown Distributors

Section	Ø %
Installers	33%
Wholesalers/Retailers	27%
Integrators	23%
System Vendors	10%
Contractors	7%

Distribution by economic area



- EMEA (Europe, Middle East, Africa)
- APAC (East Asia, South East Asia, Australia, Oceania/Pacific)
- AMER (North America, South America)

Scope Print + Online

(Date: 31.08.2024)

	Copies/ Followers
Print	Ø 5,000
Digital/Social Media	
GIT-SECURITY.com/GIT-SICHER-HEIT.de (monthly unique users)	Ø 22,598
LinkedIn*	21,603
Newsletter	14,918

Scope total **64,119**

* Sum of followers in our editorial team

Prices & Formats

Advertisements	width / height (mm)	Price €
1/1 Page	210 x 297*	6,015
1/2 Page portrait	90 x 260	3,120
1/2 Page landscape	185 x 128	3,120
Juniorpage	137 x 190	3,335
1/3 Page portrait	58 x 260	2,395
1/3 Page landscape	185 x 85	2,395
1/4 Page classic	90 x 128	1,985
1/4 Page portrait	43 x 260	1,985
1/4 Page landscape	185 x 63	1,985
1/8 Page classic	90 x 63	1,420
1/8 Page landscape	185 x 30	1,420
Job Advertisements	25 % discount on regular advertisement prices	

Preferred positions

Title Page + Story ¹	213 x 303	8,570
Inside front/back page ¹	210 x 297*	6,270
Outside Back page ¹	210 x 297*	6,650
1 st right hand page in text ¹	185 x 260	6,650
Belly Band	450 x max. 100	6,735
Title corner	73 x 51 x 51*	2,045
Postcards ²		on demand

* plus 3 mm overlap on all sides

Bound-in inserts	width / height (mm)	Price €
2-page A4	210 x 297	4.985

* Head: 5 mm; Foreedge: 3 mm; Foot + right: min. 3 mm

Loose inserts ³	weight	
	up to 25 g	310
	up to 50 g	405

Reprints and ePrints

For your internet presence we would be pleased to provide you with the PDF file of your article for a Nominal charge of **300 €** (plus VAT). A printable PDF is available at a price of **980 €** (plus VAT).

Prices for printing and delivery of your reprint, as well as individual special formats (e.g. with cover picture and and display ad or bundling of articles) are available on request. As are offers for reprints and eprints of scientific articles from Wiley peer-reviewed journals.

Contact:

Miryam Reubold, +49 6201 606 127, miryam.reubold@wiley.com

BusinessPartner* Price € 4c*

4 issues 250

* until cancelled, price per advertisement

BUSINESSPARTNER
– Presentation in each issue plus basic entry on GIT-SECURITY.com

Terms of Payment:

Payment within 30 days without deduction.

Bank details:

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

VAT-Id.No.: DE136766623

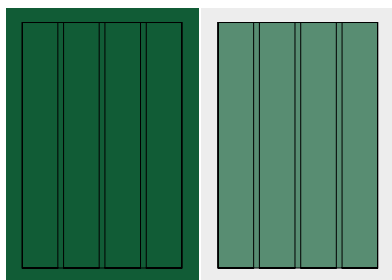
Tax No.: 47020/29082

All prices are subject to the statutory VAT.

The new price list comes into effect on 1 October 2024 and supersedes all previous price lists.

- 1 Cancellation only possible up to 8 weeks before advertising deadline. Title page: the picture must be coordinated with publisher in advance and Wiley-VCH has exclusive rights of it for 6 months.
- 2 Costs per thousand, affixed to a particular page on advertisement or bound-in insert + insertion costs
- 3 Costs per thousand – including postage; no discount for loose inserts, sample must be sent before order can be accepted.

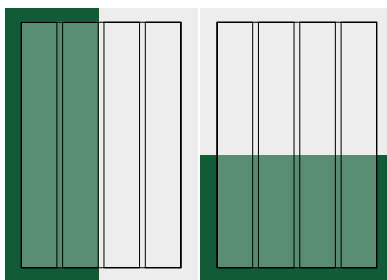
Formats



1/1 Page
Type Area/Bleed Size

Type Area:
185 x 260 mm

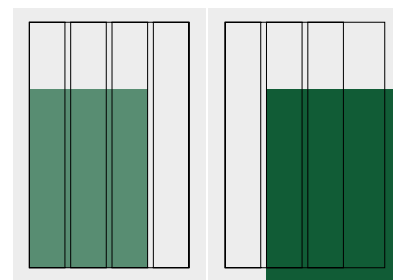
Bleed Size:
210 x 297 mm



1/2 Page
Type Area/Bleed Size

Type Area:
portrait: 90 x 260 mm
landscape: 185 x 128 mm

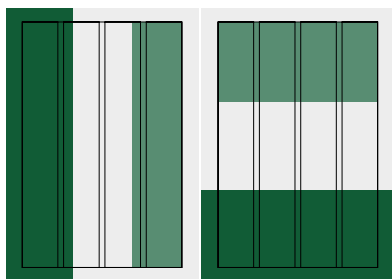
Bleed Size:
portrait: 102 x 297 mm
landscape: 210 x 147 mm



Juniorpage

Type Area:
137 x 190 mm

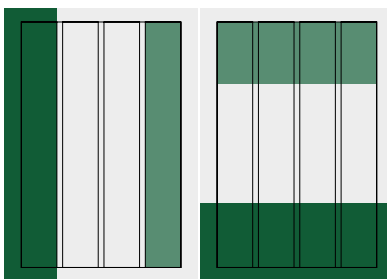
Bleed Size:
147 x 209 mm



1/3 Page
Type Area/Bleed Size

Type Area:
portrait: 58 x 260 mm
landscape: 185 x 85 mm

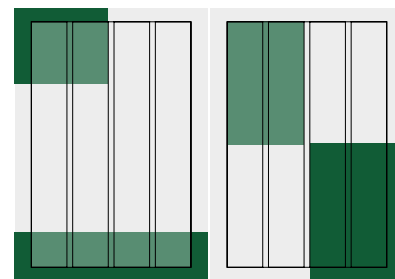
Bleed Size:
portrait: 70 x 297 mm
landscape: 210 x 104 mm



1/4 Page
Type Area/Bleed Size

Type Area:
portrait: 43 x 260 mm
landscape: 185 x 63 mm

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



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

Type Area:
classic: 90 x 128 mm

Bleed Size:
classic: 102 x 147 mm

Type Area:
classic: 90 x 63 mm
landscape: 185 x 30 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 height), A4 size
185 x 260 mm (width x height), print space
Number of columns: 3; column width 58 mm or
Number of columns: 4, column width 43 mm

Print and binding methods

Sheet offset, adhesive binding

Colours

Euro scale

Screen ruling

70 ruling
Print profile: ISO Coated_v2_300 (39L)

Loose inserts/Bound-in-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 quantity and delivery address
as well as the delivery date are stated
on 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 claudia.vogel@wiley.com



Wiley-VCH GmbH
FAO: Claudia Vogel
Boschstrasse 12
69469 Weinheim, Germany
Tel.: +49 (0) 6201 606 758

Dates & Contents

Issue	1 February	2 June	3 September	4 November
Publishing Date	20.02.2025	05.06.2025	25.09.2025	27.11.2025
Advertising Deadline	30.01.2025	15.05.2025	04.09.2025	06.11.2025
Editorial Deadline	16.01.2025	02.05.2025	21.08.2025	23.10.2025
GIT-SECURITY.com Newsletter Send-Out	January 8 Intersec (1) February 12 (2) March 12 (3)	April 16 (4), May 14 (5), June 18 (6) July 16 (7) August 13 (8)	September 17 (9), October 15 (10) November 19 (11)	December 17 (12)
Branch Focus Security + Safety for	Public Transportation / Retail	Critical Infrastructure / Airports + Ports	Safe City / Stadium	Hotels / Banking
Special Focus	Fire Protection / Safety	Access Control	Perimeter Protection / Intrusion Detection	Video Security
Trade Shows / Conferences	Intersec 14-16 January 2025, Dubai	CTX 18-19 June 2025, London	Intersec Saudi Arabia October 2025, Riyadh	Ifsec 2-4 December 2025, London
	Sicur 25-28 February 2025, Madrid	SicherheitsExpo 25- 26 June 2025, Munich	Expoprotection November 2025, Paris	Intersec January 2026, Dubai
	ISC West 1-4 April 2025, Las Vegas	Feuertrutz 25-26 June 2024, Nuremberg	Sicurezza 19-21 November 2025, Milano	
	The Security Event 8-10 April 2025, Birmingham			
				
Security Management Market and Background, Market Trends, Security Services, Management Systems, PSIM	■	■	■	■
Video Surveillance CCTV, Data Recording, Transmission and Encryption, Video Analysis and Processing, Storage, Deep Learning	■	■	■	■
Communication Control Rooms, Communication Software, Alarm Systems, Radio & Intercom, Monitors			■	■
Access Control Terminals, Card Technology, ID cards, Locking Systems, Physical Access Control, Biometrics, RFID, Evacuation, Smart Access	■	■	■	■
IT Security Security Data Rooms, Network Security, Back-Up Systems, Data Protection			■	
Perimeter Protection Fences, Intrusion Prevention, Intruder Alarm, Motion Detection, Barriers, Automatic Number Plate Recognition	■	■	■	■
Fire Protection Fire Prevention, Fire Detection, Evacuation, Alarm Systems, Extinguisher Systems	■	■	■	■
Work Safety/Alarm Systems Gas Detection, Alarm Systems, Personal Safety Equipment, Explosion Detection, Handling of Hazardous Materials	■	■	■	■

GIT Target Group Portal **GIT-SECURITY.com**

Desktop

GIT-SECURITY.com is designed for security professionals and offers various opportunities to gain targeted exposure to an international audience.

Display/Banner Advertising

Give your company a face, show presence, communicate a product launch – and benefit from our reach!

Supplement your print advertising in GIT SECURITY with an image campaign on **GIT-SECURITY.com** and increase your market penetration.

Leaderboard**	728 x 90 Pixel	€ 1,490 / month, run of site*
Wide Skyscraper**	160 x 600 Pixel	€ 1,630 / month, run of site*
Medium Rectangle**	300 x 250 Pixel	€ 1,310 / month, run of site*

* "run of site" means that the ad placements may appear on any page of the target site. They will be shown randomly in a rotating scheme by each new page impression (maximum of four banners at one position).
 ** the mobile optimized version requires an additional Medium Rectangle format (300 x 250 px)

Top Feature (Content ad)

Promote your product, your application note, your event or any other highlight on the "cover page" of **GIT-SECURITY.com**. Reach your target group 24/7/365.

Scope of services and specifications:

Headline, teaser text (max. 120 characters), text (max. 4,000 char). Text please formulated in a factually neutral way. At least 1 image (format 1.5 to 1, e.g. W x H 750 x 500 px, max. 250 KB), further images possible (format as above), captions with exact assignment to the images. Target URL if possible

Running Time: two weeks prominent as a Top Feature Story. Permanently in the respective portal category	*€ 1,580
Combinated Offer: Top Feature on Portal + Newsletter	€ 2,650

* In a rotation scheme with three other Top Feature Stories. Text is subject to editorial criteria.

Content Banner

The content banner is placed in the centre of the editorial content and is thus optimally integrated into the user's reading flow

Text Ad: Teaser text with link to your article or website	€ 1,650
Banner Ad: Leaderboard 728 x 90 pixels	€ 1,790

Whitepaper | Application Note

The ideal format to present your expertise in full detail and to generate leads. Application notes, market or case studies are the perfect presentation form for companies, whose content differs from their competitors'.

Scope of Service:

Teaser text, product photos, company contacts, PDF for download € 1,080 / 6 months

Webcast | Video

This multimedia advertising format is the perfect complement to your banner advertising and whitepapers.

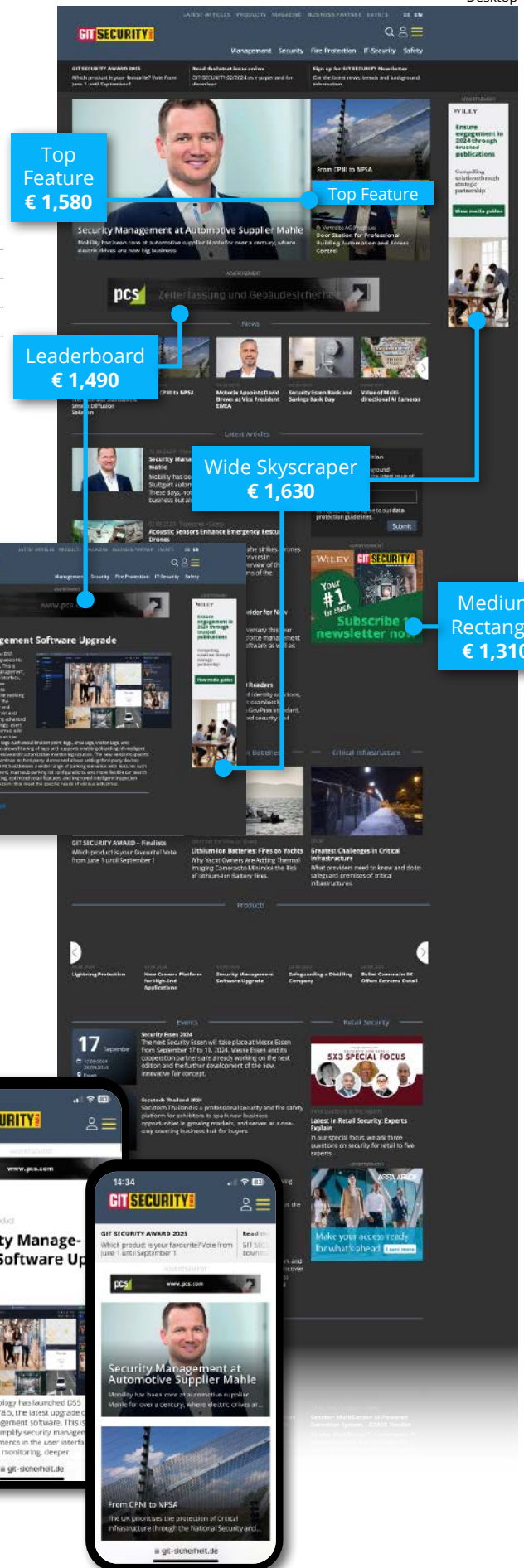
Scope of Service:

Teaser text, product video, company address € 1,090 / 6 months

Accesses to GIT-SECURITY.com/GIT-SICHERHEIT.de (Plausible Analytics)

Page Impressions/Month	36,619
Visits/Month	23,900
Mean values from the 1st half of 2024	

See next page for technical specifications



Newsletter **GIT SECURITY International**

GIT SECURITY International informs its newsletter subscribers monthly about current industry events, top news and application stories. It contains latest products, services and events.

Newsletter: Banner formats & prices

With the booking of a „Feature“, your content will be placed on one of the prominent feature positions

Full Banner	468 x 60 Pixel	€ 1,560
Medium Rectangle	300 x 250 Pixel	€ 1,210

Feature Newsletter (Content ad)	Headline, teaser text (max. 120 characters), text (max. 4,000 char). Text please formulated in a factually neutral way. At least 1 image (format 1.5 to 1, e.g. W x H 750 x 500 px, max. 250 KB), further images possible (format above), captions with exact assignment to the images. Target URL if possible	€ 1,410
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Content Ad direct € 1,410

Combo offer:
Top Feature on website + newsletter € 2,650

Event announcement:
name and date 50 characters, call-to-action 70 characters, graphic 476 x 315 pixels, external link € 515

Job advertisement:
description of position 50 characters, call-to-action 70 characters, graphic 476 x 315 pixels, external link € 570

Material delivery at the latest 7 days before the dispatch date of the booked newsletter.

Newsletter Key Figures 2024

Number of recipients	14,918
Open Rate (MV)	10.8 %
Click Through Rate (MV)	1.3 %

MV = Mean value of 24 newsletters sent out

Technical Data

Please send your files by mail to your sales representative. We will take care of all further steps.

Banner (Website)

Size of data: max. 200 KB
Data formats: GIF, JPG, PNG, HTML5, any kind of Redirect/Tag

Banner (Newsletter)

Size of data: max. 200 KB
Data formats: GIF, JPG, PNG

Target-website

Please tell us the exact URL, where your banner should be linked to.

Webcast

Data format: any video format is possible
Size of data: max. 40 MB or Youtube link

Medium Rectangle € 1,560

Full Banner € 1,210

Feature € 1,410

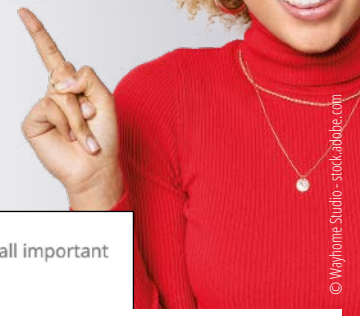
Exclusive access to your customers
Single Sponsored Newsletter 5,985 €

**NOW COMPACTLY ON
GIT-SICHERHEIT.DE**

PRODUCTS

PRO-4-PRO

PRO-4-PRO Products for Professionals. The GIT special edition PRO-4-PRO, the popular GIT SECURITY Award and all important product news from the security sector, now combined on one website.



© Wayhome Studio - stock.adobe.com

Product overview

PRODUKTE

PRO-4-PRO

PRO-4-PRO Products for Professionals. Auf einer Seite finden Sie Produkte, Updates und Dienstleistungen aus allen Bereichen der Sicherheit. Auch die Abstimmung für den renommierten GIT SECURITY AWARD finden hier statt.

- 3. Juni 2024 - Produkt - Update**
600erFähigkeit des i-Pro Ultra von Axxent
Der Typ-60-Sicherheitspark von Line Ultra von Axxent hat die 600erFähigkeit erhalten.
- 2. Juni 2024 - Produkt - Update**
Keia Akiba: Planet Fingerstich Abschlepp für Taxis
Das Keia Akiba (Sofix) K0 erweitert ihr Fingerstich-Modul für das neue Planet in der Variante FSA 8800 für Dreifachflanke.
- 28. Mai 2024 - Produkt - Update**
DWA Technologie: Mehr Durchblick mit Luftluft-Induktionskamera
Luftluft erweitert die DWA CA-Induktionskamera um lokale und DWA Sensoren für den besten Durchblick in Fahrzeugen.
- 14. Mai 2024 - Produkt - Update**
Offene und distinktive Plattform für die Integration technischer Schutzsysteme und Menschensysteme
Die Integrationsplattform OpenView von Demos integriert technische Schutzsysteme und Menschensysteme.
- 14. Mai 2024 - Produkt - Update**
Taggerungslösung: Selbstverriegelung plus temporäre Zweifachverriegelung
Die Taggerungslösung von Demos ist nun mit dem neuen SECURITY 75-Modul eine neue Art der Taggerungslösung.
- 14. Mai 2024 - Produkt - Update**
Gegen Cyberangriffe: getaktete Schutzmaßnahmen
Auf der Security Essen vom 17. bis 20. September stellt TSI Sicherheit und Konformitätspraxis ihre neuesten Schutzmaßnahmen vor. Alle gemäß der VIG-Konzepte für Cyber Security verfahren sind.
- 14. Mai 2024 - Produkt - Update**
Agens-DMC 400-Controller mit integriertem Touchscreen
Der Agens-DMC 400-Controller von Demos ist ein vollintegriertes, speicherungsunabhängiges Steuerungssystem für integrierte Touchscreen-UI.
- 14. Mai 2024 - Produkt - Update**
Just mit neuen Zeilen: präzise Sicherheitsüberwachung 82M100
Mit neuen Zeilen 82M100 hoch flexibel. Die Sicherheitsüberwachung 82M100 ist eine Zeilenreihe mit 1.320 Zeilen und auch mit 800 Zeilen erhältlich. Programmierbare Design-UI.
- 14. Mai 2024 - Produkt - Update**
Neuer: Wie Ankerbindung von SmartScreen funktioniert
Die Ankerbindung von SmartScreen ermöglicht die Ankerbindung von SmartScreen-Modulen.
- 14. Mai 2024 - Produkt - Update**
IBF: Neue Inklusiv-Modelle von Axxent
Die Inklusiv-Modelle von Axxent sind nun in der Variante FSA 8800 für Dreifachflanke erhältlich.

Top Feature

IBF Solutions feiert 30-jähriges Firmenjubiläum

PLAY HARD PROTECT SMART
GUT SICHERHEIT AWARD 2024

Kommunale Sicherheit

Newsletter & Ausgabe
Nachrichten, Trends und Hintergrundwissen der neuesten Ausgabe der GIT SECURITY

Edge Analytics
Die Kamera für die Edmontage unterstützt bis zu drei kostenlose i-PRO KI-Anwendungen gleichzeitig, z. B. AI Video Motion Detection, Privacy Guard und People Detection. Um die Privatsphäre zu schützen, kann die Funktion AI Privacy Guard von i-PRO automatisch Gesichter oder ganze Körper unerkennbar machen und einen geschwächerten Stream erzeugen. Ein integriertes Mikrofon ermöglicht die KI-basierte Erkennung von Schreien, Glasbruch und mehr.

Cybersecurity
Die vollständigere Kamera verfügt über eine sichere Boot-Funktion und erfüllt den Standard FPS 140-2 Level 3 für erhöhtes Cybersecurity.

KI VIDEO

Business Partner

i-PRO EMEA B.V.
Laarlerhoogweg 25
1105 EB Amsterdam
Niederlande

Kontakt zum Business Partner

KI Interessiere mich für:
- ein Angebot
- einen Rufanruf
- weitere Informationen

Ihre Anfrage

GSA 2025 Corporate Security Top-Feature

GIT SICHERHEIT AWARD 2024

Kommunale Sicherheit

Gespräch mit der Düsseldorfer Ordnungszweizerin Britta Zur
Kommunale Sicherheit ist ein Schlüsselthema, das man

Product

i-PRO kündigt Hochsicherheitskamera mit hoher Stoßfestigkeit an

Die neue Kamera für die Edmontage verfügt über ein kleines, stoßfestes Edelstahlgehäuse (IK11+ T30) und fortschrittliche KI-gestützte Analytik. Sie wird voraussichtlich ab September 2024 über das globale Händlernetz von i-PRO erhältlich sein.

Die aufgedrehter Kapsel und robuste Edelstahlkamera wurde für den anspruchsvollen Einsatz in Hochsicherheitsumgebungen entwickelt.

i-PRO hat eine neue KI-fähige Hochsicherheitskamera für die Edmontage angekündigt. Die außergewöhnlich kompakte und robuste Edelstahlkamera wurde in Japan für den anspruchsvollen Einsatz in Hochsicherheitsumgebungen entwickelt und stellt den kleinsten Formfaktor dar, der IK11-konform ist. Die Kamera hat Kräfte bis zu 70 Joule (70J) stand, was die üblichen IK10-DGJ-Auflage sicherstellt, sie das V sich selbst.

Uvex Safety auf der GaLaBau in Nürnberg

Der mittelfränkische PSA-Hersteller Uvex Safety Group wird in diesem Jahr als Aussteller an der Messe GaLaBau in Nürnberg teilnehmen. Auf dem 65 Quadratmeter großen Stand zeigt das Unternehmen spezielle persönliche Schutzausrüstung für den Garten- und Landschaftsbau. Als besonderes Highlight stellt zudem ein Meet & Greet mit dem aus dem TV bekannten Gartenguru David Arican auf dem Programm.

Es braucht Kraft und Präzision, Organisationsgeschick und Hand- und Materialkenntnisse und technisches Know-how – und all das auch Fertigkeit. Aber im Garten- und Landschaftsbau liegt die Bewegung sich in einem anspruchsvollen Metier. Dabei ist immer entscheidend, dass Mitarbeiter optimal vor den Gefahren ihres Outdoor-Arbeitsplatzes geschützt sind. Das Familienunternehmen Uvex hat sich auf den Schutz der Menschen in Beruf, Sport und Freizeit spezialisiert und bietet das PSK-Angebot zunehmend auch passgenau auf einzelne Branchen wie Construction, Automotive, Fire & Rescue und nun auch den Garten- und Landschaftsbau aus.

Das Unternehmen zeigt Workwear-Kollektion LA, Regent- und Sport-Performance in Beruf, Robustheit auch in praktischer Umgebung, die Auftritte zudem zuverlässig vom Messstand erhältlich sind.

Auch die Hände werden durch die Schutzhandschuhe 8002 besten Schutzniveau zeichnet sich besonders aus. Die Handschuhe sind in einem gewissen Charakter Messstand erhältlich sind.

Als besonderes Highlight freuen den Freitag, 15. September, die Mitarbeiter der Uvex Safety Group an der GaLaBau, Halle 6, Stand 6.14.

Top-Feature

IBF Solutions GmbH
IBF Solutions feiert 30-jähriges Firmenjubiläum

Contact

Edge Analytics - leistungstark und KI-gestützt

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GIT SICHERHEIT AWARD 2024

Kommunale Sicherheit

Gespräch mit der Düsseldorfer Ordnungszweizerin Britta Zur
Kommunale Sicherheit ist ein Schlüsselthema, das man

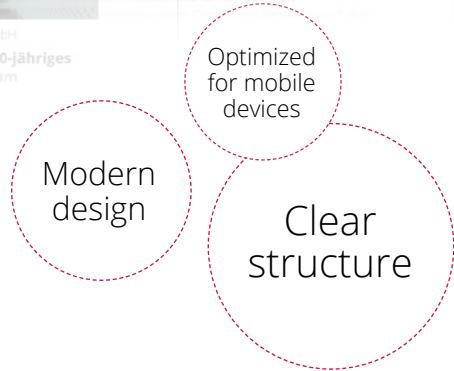
PRO-4-PRO — PRODUCTS FOR PROFESSIONALS —
is the unique product database for vertical B2B markets.

PRO-4-PRO is Wiley's cross-media concept. The possibility of presenting your company both online and in relevant trade journals ensures that your advertising measures are as effective as possible — if we optimise for you, with a built-in lead guarantee.

- Extended company presentation 500 €
- detailed company and product description
- individual optimization for search engines (e.g. SEO for Google)
- Lead Generation Tool

	6 Months / price €	12 Months / price €
Company presentation	1,410	2,250
Product entry	335	585
Refresher	295	530

Package deals	Runtime	12 Months / price €
Pro Package	4 Product presentations	1,775
Premium Package	8 Product presentations	3,280
Business Flat	all your product texts that you send us within 12 months	5,315



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The Product Portal for Lead Generation

Advertising and Reprint Production Terms and Conditions

Definitions

1. In these terms and conditions:

- (a) **"Wiley"** means the company within the John Wiley & Sons group that is providing the Advertising and Reprint services as set out on the Booking Confirmation or invoice issued by the Wiley group entity or its authorised agent.
- (b) **"Advertising"** means any advertisements requested by the Customer to be displayed in products owned or controlled by Wiley or any third party partner of Wiley and includes both advertising that appears in Wiley's or its third party partners' print publications ("Print Advertising") and advertising that appears electronically on any of Wiley's websites, or any application or other digital format owned or controlled by Wiley or any third-party partner of Wiley ("Online Advertising").
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- (g) **"Reprint Quotation"** means a document supplied to the Customer by Wiley which sets out the details of the quotation for Reprints.
- (h) **"Terms"** means these terms and conditions.

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- 6. Customer is solely responsible for compliance with all laws, standards, industry codes and other binding guidelines as to the content of the Advertising, whether created by Wiley on its behalf or provided to Wiley, including but not limited to all applicable medical advertising regulations.
- 7. The Customer will supply an authorised Purchase Order or Insertion Order to Wiley for Print Advertising and Online Advertising. Advertising bookings cannot be reserved without receipt of the aforementioned documents. Orders for booking of Online Advertising must be received at least 7 business days in advance of the proposed first run date. Wiley cannot guarantee that orders received after this time will be fulfilled. Customer shall book Online Advertising on a monthly basis unless otherwise expressly set out in the Booking Confirmation. Publication dates specified in the rate cards may be subject to changes at the discretion of Wiley; new publication dates will be communicated to the Customer prior to publication, at point of order confirmation where possible.
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- 9. Customer must submit Print Advertising copy in compliance with the artwork and data specifications as set out in the Booking Confirmation, or as previously provided by Wiley in relation to the particular publication.
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- 14. In relation to Online Advertising to be included in email alerts to subscribers and other authorised users of Wiley's products ("Email Alerts"), Wiley cannot guarantee the send date of any Email Alert advertising unless otherwise expressly agreed in the Booking Confirmation.
- 15. The sole remedy for any failure by Wiley to provide any Advertising, is that the Customer will be provided with a period of Online Advertising or additional Print Advertising in an equivalent placement and for a set period of time as determined by Wiley. Wiley will not be responsible for any failures that are not caused by Wiley. Wiley cannot guarantee that such 'make-up' bookings can be made in the month following the initial Advertising period.
- 16. In submitting Advertising to Wiley, the Customer warrants and represents that:
 - (a) publication of any Advertising (including any Advertising copy that is created by Wiley on behalf of the Customer which has been approved by Customer) in the manner set out in the Booking Confirmation will not breach or infringe any copyright, patent, trademark, trade secret or obligation of confidentiality or privacy, any law of defamation or obscenity, or any relevant law or regulation concerning advertising or promotions, including any medical advertising laws, industry codes or regulations;
 - (b) the Customer has the right to grant the licence to Wiley to use the Advertising as contemplated by these Terms;
 - (c) the Advertising is accurate, truthful and non- deceptive and does not violate any laws regarding false advertising;
 - (d) the Advertising does not violate any other applicable law, statute, ordinance or regulation, including without limitation any laws and regulations governing export control;
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 - (f) Online Advertising does not create, facilitate the creation of or exploit any security vulnerabilities in a user's computer, promote programs which compensate or provide incentives to users for clicking ads or offers, performing searches, surfing websites or reading emails or contain viruses, trojan horses, worms, time bombs, cancelbots or other harmful or deleterious programming routines whether similar or dissimilar to the foregoing; and
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- 17. The Customer acknowledges that in relation to Advertising, Wiley makes no representation or warranty (i) that any publication of any Advertisement will be confined to persons resident in various countries (ii) of the exact number of page impressions that will be delivered, (iii) regarding the quality of reproduction of the Advertisements; or (iv) as to the availability of any Online Advertising site or digital product.
- 18. In addition to the Terms, the following clauses of the standard terms and conditions of the Interactive Advertising Bureau for Media Buys of Less than One Year ("[IAB Terms](#)") will apply to all Online Advertising services, with Wiley being the 'Media Company' and Customer being the 'Agency' and 'Advertiser' (unless the Customer is a media agency booking advertising on behalf of a customer in which case it will be the Agency, with its customer being the Advertiser):
 - (a) Section II (Ad Placement and Positioning);
 - (b) Section IV (Reporting) (excluding clause IV(b));
 - (c) Section XII (Non-Disclosure, Data Usage and Ownership, Privacy and Laws)
 - (d) Section XIII (Third Party Ad Serving and Tracking)

In the event of any inconsistencies between the IAB Terms and these Terms, these Term will prevail, to the extent of the inconsistency.

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- 23. It is the responsibility of the Customer to notify Wiley in writing of any damage or shortage within 30 days of the date of actual delivery of physical Reprints to the Customer. Wiley will take no responsibility for any damage or shortage notified after this period has expired.

Advertising and Reprint Production Terms and Conditions

PRICING

- 24. The price for the Advertising is set out in the Booking Confirmation. An invoice will be sent by Wiley to the Customer following print publication or digital campaign fulfilment.
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- 28. Reprint cancellations will be subject to a cancellation fee based on the value of the total order (excluding shipping and expedited delivery charges) and the point in the production process which has been reached at the time Wiley receives the cancellation:

English Language		Translations	
Point of Cancellation	% of order value – excluding shipping & expedited delivery fees	Point of Cancellation	% of order value – excluding shipping & expedited delivery fees
Purchase Order / confirmed order received	5%	Purchase Order / confirmed order received	5%
Order sent to printer / Proof compiled	10%	Translation work started	50%
Proof approved by customer	25%	Proof approved by customer	75%
ePrint created	35%	ePrint created	35%
Copies printed / ePrint supplied	100%	Copies printed / ePrint supplied	100%

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 - (c) cease publication of further Advertising or terminate an agreement for Advertising;
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