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# MEDIAKIT PRINT+ONLINE

**GIT VERLAG**

A Wiley Brand

# STRONG MEDIA FOR SUCCESS: FROM GIT AND WILEY-VCH

## Target group oriented cross-media communication

- **Print** – Information for decision-makers
- **Online** – Generating leads
- **Corporate Publishing** – Brand positioning
- **Direct Marketing** – Acquisition of new customers
- **Reprints** – Producing added value

We understand your business and speak your language. Here and throughout the world. As strong brands of the global publishing group John Wiley & Sons, we offer our customers individual cross-media solutions:

**Oriented to target groups, topics and sectors.**



- [CHEManager.com](http://CHEManager.com)
- [GIT-LABOR.de](http://GIT-LABOR.de)
- [GIT-SECURITY.com](http://GIT-SECURITY.com)
- [GIT-SICHERHEIT.de](http://GIT-SICHERHEIT.de)
- [imaging-git.com](http://imaging-git.com)
- [inspect-online.com](http://inspect-online.com)
- [laboratory-journal.com](http://laboratory-journal.com)
- [management-krankenhaus.de](http://management-krankenhaus.de)
- [md-Automation.de](http://md-Automation.de)
- [PRO-4-PRO.com](http://PRO-4-PRO.com)
- [ChemistryViews.org](http://ChemistryViews.org)
- [WileyOnlineLibrary.com](http://WileyOnlineLibrary.com)

## DESCRIPTION

With a qualified circulation of 20,000 copies and 6 issues per annum **GIT SECURITY** has the best market presence of all security magazines in the EMEA market. This European security publication that also addresses readers in the Middle East and Africa is the best communication channel to this key market.

The high circulation numbers in combination with a superior level of editorial quality and the good reputation are key assets of **GIT SECURITY**. The publication targets all channels of distribution, from manufacturers over all kind of distributors to endusers in key branches, and also installers, consultants, specifiers and planners.

**GIT SECURITY** magazine is unique with its comprehensive approach to security and safety. The publication deals with the diversity and complexity of safety and security topics and covers them in the permanent sections: Management, Security, Information Technology, Fire Protection and Safety. It presents market news and trends and it features products, companies and applications to the decision makers.

Combined with GIT's product database [www.PRO-4-PRO.com](http://www.PRO-4-PRO.com) and the portal [www.GIT-SECURITY.com](http://www.GIT-SECURITY.com) the trade journal **GIT SECURITY** offers a unique cross media opportunity.



### Overview

Publication Frequency	6 issues per year	Publishing Directors	Dr. Heiko Baumgartner Steffen Ebert
Volume	10 <sup>th</sup> year 2014	Regional Commercial Director	Dr. Katja Habermüller
Print Run	20,000	Advertising Administration	Claudia Vogel
Publishing House	Wiley-VCH Verlag GmbH & Co. KGaA GIT VERLAG Boschstrasse 12, 69469 Weinheim/Germany	Subscription	€ 76.– (+ VAT)
Web address	<a href="http://www.GIT-SECURITY.com">www.GIT-SECURITY.com</a>	Single Copy Rate	€ 15.10 (+ VAT, + Postage)
Phone	+49 (0) 6201 606 0	Subscription for students	€ 38.– (+ VAT)
Fax	+49 (0) 6201 606 791	ISSN	2190-4367
Internet	<a href="http://www.gitverlag.com">www.gitverlag.com</a>	Content Analysis	6 issues
E-Mail	<a href="mailto:gsm@gitverlag.com">gsm@gitverlag.com</a>	Format of the magazine	DIN A4, 210 x 297 mm
		Total pages	404 = 100 %
		Editorial content	323 = 80 %
		Advertising content	81 = 20 %
		Inserts	2

ISSUE	1	2	3	4	5	6
Publishing Date	09.01.2014	10.03.2014	02.05.2014	11.06.2014	09.09.2014	06.11.2014
Advertising Deadline	16.12.2013	24.02.2014	15.04.2014	26.05.2014	26.08.2014	23.10.2014
Editorial Deadline	02.12.2013	10.02.2014	01.04.2014	12.05.2014	12.08.2014	09.10.2014

TRADE SHOWS / CONFERENCES						
	<b>Intersec</b> Dubai, 19.–21.01.2014	<b>Counter Terror Expo</b> London, 29.–30.04.2014	<b>Security Technology Live</b> Birmingham, 13.–15.05.2014	<b>Ifsec / Safety &amp; Health</b> Birmingham, 17.–19.06.2014	<b>Security Essen</b> Essen, 23.–26.09.2014	<b>Transec</b> London, November 2014
	<b>SICUR</b> Madrid, 25.–28.02.2014	<b>Infosecurity</b> London, 29.04.–1.05.2014		<b>SecuExpo</b> Munich, 02.–03.07.2014		<b>Sicurezza</b> Milan, 12.–14.11.2014
	<b>Perimeter Protection</b> Nuremberg, 14.–16.01.2014	<b>ISNR</b> Abu Dhabi, 01.–03.04.2014				

BRANCH FOCUS Security + Safety for	Public Transportation / Events	Hotels / Retail	Production Sites	Airports / Ports	Banking & Finance / Logistics	Logistics / Casinos

SPECIAL FOCUS	Perimeter Protection	Access Control	Video Management	Cameras	Fire Protection	Alarm Systems

	1	2	3	4	5	6
<b>Airport Safety + Security</b>	■	■	■	■	■	■
<b>Security Management</b> Market and Background, Economy, Regulations, Market Trends, Security Services, Guarding, Management Systems	■	■	■	■	■	■
<b>Video Surveillance</b> CCTV, Data Recording, Transmission and Data Storage, Video Analysis and Processing, IP Solutions	■	■	■	■	■	■
<b>Communication</b> Control Rooms, Communication Software, Alarm Systems, Radio & Intercom, Monitors	■		■		■	
<b>Access Control</b> Terminals, Card Technology, ID cards, Locking Systems, Physical Access Control, Biometrics, RFID, Evacuation	■	■	■	■	■	■
<b>IT Security</b> Security Data Rooms, Network Security, Back-Up Systems, Data Protection	■		■		■	
<b>Perimeter Protection</b> Fences, Intrusion Prevention, Intruder Alarm, Motion Detection, Barriers, Automatic Number Plate Recognition	■	■	■	■	■	■
<b>Fire Protection</b> Fire Prevention, Fire Detection, Evacuation, Alarm Systems, Extinguisher Systems	■	■	■	■	■	■
<b>Work Safety/Alarm Systems</b> Gas Detection, Alarm Systems, Personal Safety Equipment, Explosion Detection, Handling of Hazardous Materials	■	■	■	■	■	■

ADVERTISEMENTS	FORMAT (MM)		PRICE € (B/W)	PRICE € 4C
	width	height		
2/1 Pages	400	260	9,560	11,040
1/1 Page	185	260	4,760	6,240
1/2 Page portrait	90	260	2,490	3,230
1/2 Page landscape	185	128	2,490	3,230
Juniorpage	137	190	2,730	3,470
1/3 Page portrait	58	260	1,710	2,450
1/3 Page landscape	185	85	1,710	2,450
1/4 Page classic	90	128	1,275	2,015
1/4 Page portrait	43	260	1,275	2,015
1/4 Page landscape	185	63	1,275	2,015
1/8 Page classic	90	63	670	1,410
1/8 Page landscape	185	30	670	1,410

- 1 Cancellation only possible up to 8 weeks before advertising deadline. Title page: the picture must be coordinated with publisher in advance and G.I.T. Publishing 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 No discount given
- 4 Surcharge for advertisements smaller than 1/2 page A4 = 50%
- 5 Costs per thousand – including postage; no discount for loose inserts, sample must be sent before order can be accepted.

**JOB AND OCCASIONAL ADVERTISEMENTS**  
25 % discount on classic advertisement formats

ADDITIONAL COSTS <sup>3</sup>	PRICE €
Bleed	380
Per colour Euroscale	500
Special colour	615
4-colour supplement <sup>4</sup>	1,480

PREFERRED POSITIONS	width	height	PRICE €
Title-page and story <sup>1</sup>	213	303	7,710
Inside front / back page <sup>1</sup>	185	260	6,490
Outside back page <sup>1</sup>	185	260	6,910
1st right hand page in text <sup>1</sup>	185	260	6,470
Belly band	450	max. 100	6,130
Title corner			1,860
Postcards <sup>2</sup>			on demand

ADDITIONAL CHARGES	PRICE €
Request positions	10 %
DISCOUNTS	
3 Advertisements	5 %
6 Advertisements	10 %
9 Advertisements	15 %
12 Advertisements	20 %
18 Advertisements	25 %
24 Advertisements	30 %

BOUND-IN INSERTS	FORMAT (MM)		PRICE €
	width	height	
2-page A4	210	297	4,400
3-page A4 + side flip	207 + 105	297	5,670
4-page A4	420	297	7,050
6-page A4	414 + 203	297	9,230

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

LOOSE INSERTS <sup>5</sup>	WEIGHT	PRICE €
	up to 25 g	285
	up to 50 g	365

BUSINESSPARTNER* (58 x 40 mm w x h)	PRICE € 4C*
3 issues	240
6 issues	215
10 issues	205

\* until cancelled, price per advertisement

**Security Management**

**Honeywell**

**Honeywell Security**

Novar GmbH  
 Johannes-Mauthe-Straße 14 · 72458 Albstadt  
 Tel.: +49(0)74 31/8 01-0 · Fax: +49(0)74 31/8 01-12 20  
 www.honeywell.com/security/de  
 E-Mail: info.security.de@honeywell.com  
 Biometrics, video surveillance systems, access control, time recording

EXAMPLE

### Reprint and PDF

**2 Pages** 4c, 135 g/m<sup>2</sup> glossy art print

Print run 1,000 copies 882.00 €

Print run 2,000 copies 1,068.00 €

plus VAT, postage and packaging

Further print runs and differing scales on request.

**4 Pages** 4c, 135 g/m<sup>2</sup> glossy art print

Print run 1,000 copies 1,286.00 €

Print run 2,000 copies 1,577.00 €

We can provide a pdf file of your article for your internet presentation for a nominal charge of € 100.– (+ VAT). Printable PDF on request.

For further information on reprints please contact Nina Esser,

Tel.: +49 (0) 6201 606 761 or visit our website at

[http://www.gitverlag.com/en/global/corporate\\_publishing/reprints/](http://www.gitverlag.com/en/global/corporate_publishing/reprints/)

### Terms of Payment:

Payment within 30 days without deduction.

### Bank Details:

Commerzbank AG · Rheinstr. 14 · 64283 Darmstadt, Germany

RT. No. 508 800 50 · Acc. No. 01 715 501 00

S.W.I.F.T. – BIC: DRES DE FF 508

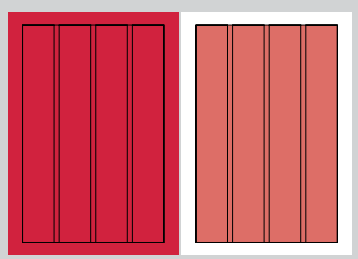
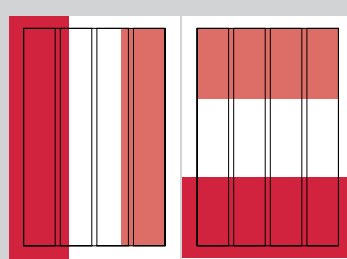
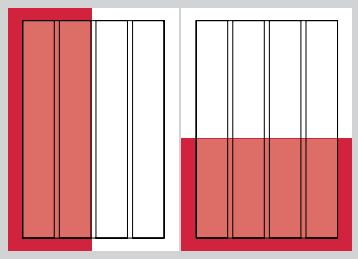
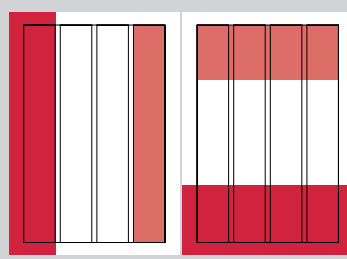
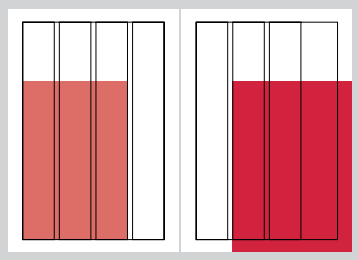
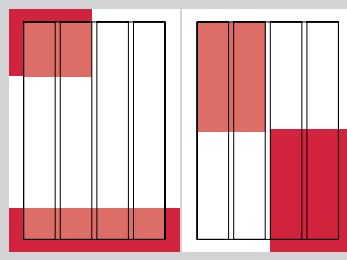
IBAN: DE52 5088 0050 0171 5501 00

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 2013 and supersedes all previous price lists.

**BUSINESSPARTNER** – Presentation in each issue plus basic entry on [www.PRO-4-PRO.com/security](http://www.PRO-4-PRO.com/security), € 205.

<b>1/1</b> Pages Type Area/ Bleed Size	<b>Type Area:</b> 185 x 260 mm  <b>Bleed Size:</b> 210 x 297 mm + 3 mm Overlap on all sides  <b>Final Size:</b> 216 x 303 mm		<b>1/3</b> Pages Type Area/ Bleed Size	<b>Type Area:</b> portrait: 58 x 260 mm landscape: 185 x 85 mm  <b>Bleed Size:</b> portrait: 70 x 297 mm landscape: 210 x 104 mm  + 3 mm Overlap	
<b>1/2</b> Pages Type Area/ Bleed Size	<b>Type Area:</b> portrait: 90 x 260 mm landscape: 185 x 128 mm  <b>Bleed Size:</b> portrait: 102 x 297 mm landscape: 210 x 147 mm  + 3 mm Overlap		<b>1/4</b> Pages Type Area/ Bleed Size	<b>Type Area:</b> portrait: 43 x 260 mm landscape: 185 x 63 mm  <b>Bleed Size:</b> portrait: 54 x 297 mm landscape: 210 x 82 mm  + 3 mm Overlap	
<b>Junior-page</b> Type Area/ Bleed Size	<b>Type Area:</b> 137 x 190 mm  <b>Bleed Size:</b> 147 x 209 mm  + 3 mm Overlap		<b>1/4</b> Pages Type Area/ Bleed Size  <b>1/8</b> Pages Type Area/ Bleed Size	<b>Type Area:</b> classic: 90 x 128 mm  <b>Bleed Size:</b> classic: 102 x 147 mm + 3 mm Overlap  <b>Type Area:</b> classic: 90 x 63 mm landscape: 185 x 30 mm  <b>Bleed Size:</b> classic: 102 x 82 mm landscape: 210 x 49 mm + 3 mm Overlap	

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

### Magazine format

210 x 297 mm (width x length), A4 size  
 185 x 260 mm (width x length), print space  
 Number of columns: 3, column width 58 mm or  
 Number of columns: 4, column width 43 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/m<sup>2</sup>

### Delivery of loose inserts/bound-in inserts

Delivery quantity: 20,200 copies

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 (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/](http://www.gitverlag.com/en/global/order_management/data_transfer/).

5. Do not compress JPG files too strongly, or this will lead to visible loss of image quality. Use the "maximum" or "high" quality gradings.
6. Do not send pre-separated or DCS files.

### Use of "open files"

If you send us programme-specific data formats, e.g. InDesign, QuarkXpress, CorelDraw, we cannot guarantee that the layout will not change upon printing (text, separations, line weight etc.).

### To avoid errors, please observe the following:

Send all text to be used and associated files together. Attach a hard copy/print-out to the layout check. Ensure that no RGB colours are used in any files, including the associated files. For files from programmes not intended for the creation of printed documents (e.g. Word, Excel, PowerPoint), the files must always be converted. This means inevitable changes in data and considerable additional work, which we have to add to your invoice. In some cases, conversion is not possible. All tasks necessary to create "print-ready" files will be charged to you according to time spent.

### Transmission options

- by e-mail to [claudia.vogel@wiley.com](mailto:claudia.vogel@wiley.com)
- by FTP at <ftp.gitverlag.com/incoming>
- by CD Rom to

Wiley-VCH Verlag GmbH & Co. KGaA  
 FAO: Claudia Vogel  
 Boschstrasse 12  
 69469 Weinheim, Germany  
 Tel.: +49 (0) 6201 606 758  
 Fax: +49 (0) 6201 606 790



Magazine Overview	Dates & Contents	Prices & Formats	Technical Data	Distribution	Online	General terms of Business	Contact	Page 5
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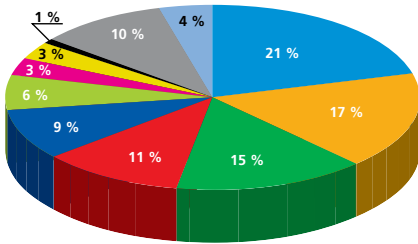
► **GIT SECURITY is the security publication with the largest distribution in the EMEA market (20,000 copies)**

### Circulation Breakdown

COPIES PER ISSUE	COPIES
Print Run	20,000
Total circulation	19,580

### Geographical Distribution

■ Central Europe 
 ■ Western Europe 
 ■ Africa 
 ■ Trade Shows  
■ Eastern Europe 
 ■ Southern Europe 
 ■ Asia 
 ■ Archive/Specimen Copies  
■ Middle East 
 ■ Scandinavia 
 ■ Americas



GEOGRAPHICAL DISTRIBUTION	%
Central Europe	21%
Eastern Europe	17%
Middle East	15%
Western Europe	11%
Southern Europe	9%
Scandinavia	6%
Africa	3%
Asia	3%
Americas	1%
Trade Shows	10%
Archive/Specimen Copies	4%

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

BREAKDOWN END-USERS	%
Retail	20%
Transportation	16%
Banking/Finance	14%
Sport/Leisure	12%
Manufacturing Industry	10%
Airport Services	10%
Education	8%
Government/Critical Infrastructure	7%
Energy & Water	3%

BREAKDOWN DISTRIBUTORS	%
Installers	33%
Wholesalers/Retailers	27%
Integrators	23%
System Vendors	10%
Planners	7%

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



## Yes, you read it correctly –

we'll do anything that's necessary to ensure that you, our customers, partners, readers and authors are happy.

We bring you in contact with the business leaders in the world of safety and security. So read our publications GIT SICHERHEIT + MANAGEMENT (circulation: 30,000; market leader in the region: Germany, Austria, Switzerland) and GIT SECURITY (circulation: 20,000; region: EMEA Europe, Middle East, Africa). Click on and use our product platform **PRO-4-PRO.com** and the GIT Business Webs **GIT-SICHERHEIT.de** and **GIT-SECURITY.com**.

You can build on us. We are your Number One in communication with the world of safety and security.



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

## Online-Advertisement

**GIT-SECURITY.com** offers you all types of web-advertisement of the "Universal Ad Package", which was listed for Europe by the Interactive Advertising Bureau (IAB) and the European Interactive Advertising Association (EIAA). On top of that, additional attractive banner types like Full Banner, Standard Skyscraper or PagePeel are available.

## Banner formats & prices:

Leaderboard	728 x 90 Pixel	€ 850 / month, run of site*
Full Banner	468 x 60 Pixel	€ 620 / month, run of site
Page Peel	500 x 500 Pixel	€ 1.240 / month, run of site
Wide Skyscraper	160 x 600 Pixel	€ 1.120 / month, run of site
Skyscraper	120 x 600 Pixel	€ 890 / month, run of site
Rectangle	180 x 150 Pixel	€ 1.120 / month, run of site
Medium Rectangle	300 x 250 Pixel	€ 1.170 / 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).

- **Whitepaper:** € 850 for 6 months  
Including: Teaser text, product photos, company contacts, PDF for download
- **Webcast:** € 850 for 6 months  
Including: Teaser text, product video, company address

## Product Information

€ 285 for 6 months / € 510 for 12 months

- text (1,000 letters incl. blanks) ➤ product photos ➤ company contacts
- in combination with PRO-4-PRO.com  
Your product information appears also at vertical product search engine PRO-4-PRO.com, in a suitable sub-segment.

## GIT SECURITY Buyers Guide

The Buyers Guide in GIT-SECURITY.com is the European reference for components, products, systems and services for safety and security. Clearly structured, complete with company profile, product information and cross-references, market overviews and trend reports. Use this platform for your success!

Basic Company Entry: free  
Premium Company Entry: € 530 / 12 months  
Product Showcase: € 100 per Showcase, connected with Company Entry

**Jobs:** advertisement € 850 up to 3 months

## Newsletter: Banner formats & prices

Wide Skyscraper	160 x 600 Pixel	€ 930 / month, run of site*
Full Banner	468 x 60 Pixel	€ 810 / month, run of site*
Product Feature		€ 970 / month, run of site*

## Technical Data:

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

### Banner:

Size of data: max. 40 KB, Flash (SWF no FLV)

Data formats: GIF, JPG

Target-website: please tell us the exact URL, where your banner should be linked to.

Exception Flash banner: We require an additional banner as GIF or JPG for users without Flash.

Exception Newsletter: Only static banners, no animated GIF and no Flash.

### Product Information:

Text: up to 1,000 characters incl. blanks

Pictures: JPG, PNG, TIF

### Webcasts:

Data format: Flash (FLV no SWF)

Size of data: max. 40 MB

Leaderboard  
€ 850  
& Full Banner  
€ 620

Page Peel  
€ 1.240

Rectangle  
€ 1.120

Wide Skyscraper  
€ 1.120  
& Skyscraper  
€ 890

Medium Rectangle  
€ 1.170



Landing page [www.git-security.com](http://www.git-security.com)

## Newsletter

**Date of publication:** monthly.

In case of "Product Feature", the product will be highlighted one time in the newsletter.



Wide Skyscraper  
€ 930

Product-Feature  
€ 970  
incl. price for product information

Full Banner  
€ 810

Newsletter

## SPECIAL WEB ADVERTISING: topic-driven advertisement

### Microsite

The exclusive Microsite service integrates a specially generated site on our B2B webportal **GIT-SECURITY.com**



The Microsite allows you to present individual content in the look and feel of our webportals, thus benefiting from the quality editorial environment, its reputation and reach within the market. Furthermore you will benefit from a tailored and extensive promotion campaign in parallel to your integrated microsite presentation.

Our Microsite service provides a vast number of possibilities, such as the space for your promotional message!

### Microsite pricing

	3 months	6 months
<b>Media Service Microsite</b> includes hosting, creation and integration of one leading article and eight editorially revised articles	€ 5,850	€ 11,700
<b>Promotion</b> – includes rectangular banner ad, e-newsletter advertising, editorial news features	€ 3,310	€ 6,615
<b>Total rate</b>	<b>€ 9,160</b>	<b>€ 18,315</b>

### Webinar

Webinars are online seminars with live-character – a brilliant instrument for lead generation. The topic, presentation and the speaker are provided by the ordering party. The recommended duration of a webinar is 45 minutes or a maximum of 60 minutes. The leads are generated during the webinar registration process and are delivered to the ordering party after the webinar. Webinars will be available on the portal for a period of six month.

The webinar communication package not only includes the technical and organisational handling. Additional activities which generate an optimum of webinar attendees.

### Webinar price

<b>Media Service Webinar</b> Hosting, project management, live streaming, lead generation through registration of attendees	
<b>Promotion</b> – Banner advertisement, newsletter marketing, print advertisement	
<b>Total rate</b>	<b>€ 9,920</b>

## PRO-4-PRO.com

### PRO-4-PRO.com – the online platform for your product advertising

- ▶ basic entry free of charge
- ▶ detailed company and product description
- ▶ individual optimisation for search engines (e.g. google)
- ▶ sector specific newsletter service
- ▶ target-group-specific banner placement in relevant segments

Register your company now, free of charge and talk with your personal contact person about further advertisement.



**www.PRO-4-PRO.com**  
**PRODUCTS FOR PROFESSIONALS**

	RUNTIME 6 MONTHS TOTAL COST €	RUNTIME 12 MONTHS TOTAL COST €
Basic entry	free of charge	
Product entry	285	510
Company profile	–	315

PACKAGE DEALS		RUNTIME 12 MONTHS TOTAL COST €
Basic Package	- 4 product entries - company profile - banner ad for 3 months	1,640
Basic Plus Package	- 8 product entries - company profile - banner ad for 6 months	3,020

BANNER	PER MONTH €
Fullsize / Sector welcome page	225
Leaderboard / Sector welcome page	300
Wide Skyscraper / Sector welcome page	240
Fullsize / Segment + newsletter	405
Leaderboard / Segment + newsletter	495
Wide Skyscraper / Segment	345

Please find further information and a price list here:  
**www.PRO-4-PRO.com/mediakit2014**



# YOUR ADVERTISING WITH US IS IN THE BEST COMPANY

The best advertisement for GIT SECURITY are our clients! Companies that appreciate the quality of GIT SECURITY as their advertising partner # 1. Professional technology, a coordinated approach and our service orientation are our characteristics. And you, the supplier, have the products and services. We present them to 20,000 decision-makers – not even including the secondary readers! The result is new customers and markets for you!

Top decision-makers read GIT SECURITY and utilise the magazine to support their decisions on security-related investments. GIT SECURITY is the mouthpiece of the industry. We play the role of partner – in the best sense. We research innovations, present information so that it is easily readable and quickly understandable for the decision-makers. We research applications, are there on the spot and speak to those involved in projects to prepare articles for the readership in typically competent journalistic manner.

3M	CEM Systems	GANTNER Electronic	Milestone Systems	Siemens
ABUS Security-Center	CM- Security	GarrettCom Europe	Mintron Enterprise	SimonsVoss
Access IS	Conway Security	Geutebrück	Morpho	Siport
Advancis Software	Dallmeier electronic	HID	Mühlbauer	Smiths Heimann
American Science & Engineering	data mobile	Hikvision	Nedap	Sony
Ansell	Databac Group	Honeywell	Nitek	Tamron
Apollo Fire Detectors	deister electronic	IndigoVision	Novar by Esser	Transec Exhibitions
Arecont Vision	DENIOS	IQinVision	Optelecom	Tyco
artec technologies	detectomat	JERRA Soft	Panasonic	UBM Information
Assa Abloy	European Security Partner	Jurassic Communication	Pentax Europe	UTC
Atral-Secal	EVAC Chair	JVC	Rassegne	Verint Systems
Avigilon	EverFocus Electronics	KCA	SAGEM	Videor
Axis Communications	Evolis Card Printer	KOWA Europe	Salto	Videotec
Axxonsoft	eyevis	LEGIC Identsystems	Samsung	Vivotek
Basler	FFT Future Fibre Technologies	LG	SeeTec	Wagner Group
Bosch	Flir Systems	Magnetic Autocontrol	Securiton	Winkhaus
Brickcom	Fuho Technology	Matrox Imaging	Senstar	Xtralis
Bunker Seguridad	Fujinon Europe GmbH	Merit Li-Lin	Sick AG	Zenitel
C-Tec	Funkwerk plettac	Messe Essen	Sicurit Alarmitalia	

Security is a general theme for all commercially operating companies and institutes, equally so for the private sector. Safety and security are growing together – people in places of work must be protected, just like valuables, objects and premises, from unexpected risks as well as against deliberate criminal acts. Top decision-makers are interested in all types of risks and security options. GIT SECURITY has been at the cutting-edge and a catalyst in communicating all the important aspects of security for 20 years.

## THE BEST ADVERTISEMENT FOR US IS YOU!

## THE MEDIA MIX

### The Best Ideas for a Successful Campaign

The way your target group uses the media is continuously changing. You can use this change to your advantage. With our methods and communication channels which are tailored to your individual requirements, you can address your target group in a suitable and effective manner. In close cooperation with you, our marketing specialists will find the right communications mix for your campaign. Utilize our experience in the fields of print, online, cross-media, corporate publishing, direct marketing and layout services for your success.

#### Print:

Advertising campaign and accompanying exposure of your key topics in the appropriate publications, on a national and international level. Depending on your selection, you can address more than 100,000 decision makers.

#### Online:

Banners, webinars and white papers in the appropriate portals for your target groups and their newsletters. Detailed company and product presentations in our cross-sector product platform PRO-4-PRO.com.

#### Corporate Publishing:

Production of brochures, customer or company magazines, corporate books or custom publishing for individually targeted addresses – with research of content and authors, modern and attractively designed, in high-gloss editions.

#### Direct Marketing:

The traditional letter is gaining in importance again as a direct marketing instrument. We will be glad to find the right postal addresses for you. Thanks to 2,000 selection criteria, categorised according to sectors, positions, areas of work and interest, your message will be delivered – in the literal sense of the word.

#### Reprints:

Prints or pdf special editions of your specialist article, which can be distributed at exhibitions, to your sales force or to top decision makers in direct negotiations, or can be placed on your website or sent as a mailing.

+++ Address decision makers ++	+++ Generate leads +++	+++ Position your brand +++	+++ Acquire your customers +++	+++ Generate extra value +++
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## We know what we are talking about!

Our editorial know-how, combined with in-depth knowledge of industry and a passion for sophisticated design makes us one of the most successful Corporate Publishing project providers.

**Many companies rely on the competence of Wiley-VCH and GIT for the realisation of their projects:**

- Co-Brand-Publishing
- Customer magazines
- Employee newsletters

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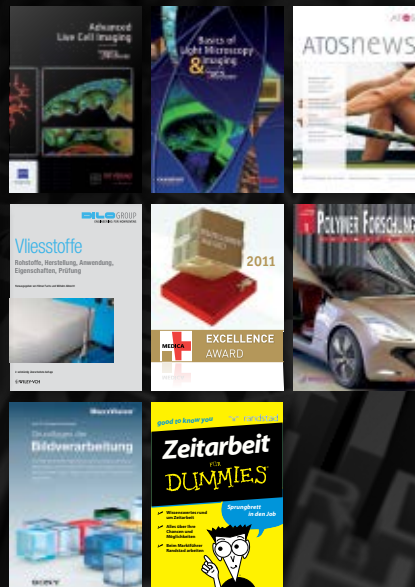
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## GENERAL TERMS AND CONDITIONS FOR ADVERTISEMENTS, SUPPLEMENTS, DIGITAL AND ONLINE ADVERTISING

- 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 & 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 third-party supplements in the magazines published by the publisher. The client acknowledges these General Terms and Conditions upon placing an order.
- 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.
- 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.
- 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.
- 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.
- 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.
- 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.
- 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.
- 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.
- 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.
- Print documents will only be sent to the client if specifically requested. The obligation of safekeeping ends three months after expiry of contract.
- 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 performance and mechanical reproduction rights in Germany] or other copyright associations and/or owners have been obtained.
- 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.

- (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.
- 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.
- The provisions of the German Product Liability Act (ProdHaftG) shall not be affected by the above.
- 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.
- 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.
- The client avouches that his 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.
- 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 (RStV) as well as the Federal Data Protection Act (BDSG) in the collection, processing and use of personal data.
- 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.
- 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.
- The publisher shall provide, upon request, 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.
- 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.
- 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.
- 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.
- 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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