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 safety and security, ultralarge circulation
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 20 Years
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MEDIAKIT
PRINT+ONLINE

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 A Wiley Brand

VALID FROM OCTOBER 2013

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.



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- md-Automation.de
- PRO-4-PRO.com
- ChemistryViews.org
- WileyOnlineLibrary.com

Description

GIT SICHERHEIT + MANAGEMENT magazine (short form: GIT SICHERHEIT) reaches all decision makers involved in investment – in purchasing, through specialist departments and up to management level, in the private as well as in the public sector. This publication speaks to the whole distribution channel, from the manufacturer and all kinds of distributors along to the end-users. The magazine deals with the diversity and complexity of safety and security topics and covers them in regular sections: Management, Security, IT and IT-Security, Fire Protection and Safety. Decision makers and opinion leaders inform themselves with GIT SICHERHEIT + MANAGEMENT about market news, products, companies, applications and trends.

With 30,000 printed copies and a qualified circulation of 28,902 copies per issue (IVW-audited, Q2 13) GIT SICHERHEIT + MANAGEMENT is the magazine with the highest circulation in the target markets of Germany, Austria and Switzerland. The outstanding high market penetration and the exceptional editorial quality is combined with a big variety of online information services: The GIT Business Web GIT-SICHERHEIT.de and the product platform PRO-4-PRO.com make GIT SICHERHEIT + MANAGEMENT the # 1 publication.

Overview

Publication Frequency	monthly, incl. 2 double issues, thereof 1 annual GIT Special Issue PRO-4-PRO 23 th year 2014	Publishing Directors	Dr. Heiko Baumgartner Steffen Ebert
Volume	30,000 (Q2 2013)	Regional Commercial Director	Dr. Katja Habermüller
Print Run	30,000 (Q2 2013)	Advertising Administration	Claudia Vogel
Web address (URL)	www.GIT-SICHERHEIT.de	Subscription	€ 109.– (+ VAT) per year incl. annual GIT Special Issue PRO-4-PRO (published as GIT SICHERHEIT + MANAGEMENT No. 7-8/13 = PRO-4-PRO 2014/2015)
Membership	IVW	Single Copy Rate	€ 15.10 (+ VAT, + Postage)
Publishing house	Wiley-VCH Verlag GmbH & Co. KGaA GIT VERLAG Boschstrasse 12, 69469 Weinheim/Germany	Subscription for Students	€ 54.50 (+ VAT)
Phone	+49 (0) 6201 606 0	ISSN	0948-9487
Fax	+49 (0) 6201 606 791	Content Analysis	Q3/Q4 2012, Q1/Q2 2013 = 10 issues
Internet	www.gitverlag.com	Format of the magazine	DIN A4, 210 x 297 mm
E-Mail	gsm@gitverlag.com		

DESCRIPTION



ISSUES	1/2 January/February	3 March	4 April	5 May	6 June
Publishing Date	31.01.2014	21.02.2014	27.03.2014	07.05.2014	05.06.2014
Advertising Deadline	17.01.2014	07.02.2014	12.03.2014	22.04.2014	21.05.2014
Editorial Deadline	20.12.2013	10.01.2014	12.02.2014	24.03.2014	22.04.2014
GIT-SICHERHEIT.de Newsletter to readers	07.01.(1) 04.02.2014 (2)	06.03.2014 (3)	02.04.2014 (4)	06.05.2014 (5)	03.06.2014 (6)
TRADE SHOW EDITION TO	BHE-Kongress Video/Zutritt Fulda, 10.–11.02.2014	CeBIT Hanover, 10.–14.03.2014	Analytica Munich, 01.–04.04.2014	BHE-Kongress Objektsicherung Fulda, (TBA)	vfdb-Jahresfachtagung Dortmund, 16.–18.06.2014
	BDSW-Luftsicherheitstage Potsdam, 12.–13.02.2014	Didacta/Sicherheit an Schulen Stuttgart, 25.–28.03.2014	Hannover Messe Hanover, 07.–11.04.2014	Interpack Dusseldorf, 08.–14.05.2014	Ifsec/Firex/Safety&Health London, 17.–19.06.2014
	EuroShop/EuroCIS Dusseldorf, 16.–20.02.2014	Fensterbau/Frontale Nuremberg, 26.–29.03.2014	Vfs-Kongress Leipzig, 08.–09.04.2014	Automatica Munich, 03.–06.06.2014	SicherheitsExpo Munich, 02.–03.07.2014
	FeuerTrutz Nuremberg, 19.–20.02.2014	Light+Building Frankfurt, 30.03.–4.4.2014	<div style="background-color: #90EE90; padding: 5px; border: 1px solid black;"> New timeline: Apply until 31.03.2014 </div>		Arbeitsschutz Aktuell Frankfurt, 25.–29.08.2014
	Fireprotec Frankfurt, 26.–27.02.2014	Sicherheit+Automation Stuttgart, 11.03.2014			
TOPICS	Latest Trends, Products and Applications Complement the Editorial Schedule of Each Issue				
Security Management Economics, People, News, Standards, Legal Aspects, Concepts, Integrated Solutions, Market and Background	■	■	■	■	■
Security Services • System Integration Emergency Call and Service Centers, Security Services/ Patrols, Surveillance, Installation of Security Equipment	■		■		■
Intrusion/Perimeter Protection • Alarm Alerting, Alarms, Burglar Alarms, Fire Alarms, Emergency Incident Communication, Barriers, Fences	■		■		■
Building Security Lock Systems, Door Management, Access Control Systems, Escape and Rescue Routes, Danger Management Systems, Communications Systems, Building Supervision Technology, Evacuation	■	■		■	
Video Surveillance Video: Sensor Technology, Transmission, Presentation, Recording, Storing, Evaluation, Analysis, Management, Analog and Digital Products and Solutions, Individual Components of CCTV Surveillance Systems	■	■	■	■	■
Identification RFID, Data Collection, Transmission, Badges, Passes Supervision, Backup, Storage, Identity Devices	■	■	■		■
Access Control • Time & Attendance Terminals, Central Equipment, Software, Biometrics, Card Technology, Organisation Systems, Data Acquisition, Data Management, Reader Systems	■	■	■		■
Entry • Access Roads • Personal Access Registration Plate Recognition, Mechanical Barriers, Isolation, Lock Systems, Badge Management, Printer, Identification		■		■	
Communications Technology Alarm Systems, Conference Systems, Company Internal Communication, Trunked Radio, VoIP, Acoustic Alarms	■		■		
IT Security Industrial Network Security, Antivirus Software, Firewalls, Office Security		■		■	
Physical IT Security UPS, Air Conditioning, Fire Protection, Overvoltage Protection, Security of Computer Centers, Risk Management		■	■	■	■
Fire Protection Fire and Smoke Alarms, Tackling Fire and Smoke, Structural Fire Protection, Preventative Fire Protection, Explosion Prevention, Extinguisher Systems, Escape and Rescue Routes, Supervision Systems, Voice Alarm	■	■	■	■	■
Gas Detection and Hazardous Substances Portable/Fixed Gas Detection, Handling, Measurement, Storage, Physical Safety, Fire Protection, Fittings		■		■	■
Safety At Work • Personal Protective Equipment Work Clothing, Head/Eye/Ear Protection, Safety Shoes, Gloves, Creating a Safe Working Environment (e.g. Platforms, Scaffolds, Industrial Climbing Gear), Personal Emergency Alert Systems	■		■		■
Machine and System Safety Communications Systems, Protective Switches, Bolts, Remote Maintenance, Safety Software, Safety PLC, Ex Protection, Safe Drives, IT Security, Sensors, Scanners, Camera Systems, Safety Contactors	■	■	■	■	■
Additional Trade Specials	Safety and Security for • Retail • Public Areas • Aviation/Airports	Safety and Security for • Energy Sector • Education/Schools/ Government • Manufacturing and Industry	Safety and Security for • Industry and Plant Construction • Airports and Stations • Chemicals, Pharma, Healthcare	Safety and Security für • Hotel and Leisure • Transport, Logistics and Supply Chain Security • Food/Beverage	Safety and Security for • Trade • Banking and Finance • Government and Public Sector

ISSUES	7/8 July/August	9 September	10 October	11 November	12 December
Publishing Date	15.08.2014	11.09.2014	22.10.2014	14.11.2014	05.12.2014
Advertising Deadline	29.07.2014	28.08.2014	07.10.2014	31.10.2014	21.11.2014
Editorial Deadline	01.07.2014	30.07.2014	08.09.2014	02.10.2014	24.10.2014
GIT-SICHERHEIT.de Newsletter	01.07.(7) 05.08.2014 (8)	02.09.2014 (9)	01.10.2014 (10)	03.11.2014 (11)	02.12.2014 (12)
TRADE SHOW EDITION TO	<p>GIT Special Issue PRO-4-PRO 2014/2015</p>	Security Essen, 23.–26.09.2014 Motek Stuttgart, 06.–09.10.2014 plus: GIT TRADESHOW GUIDE SECURITY 2014 	Vision Stuttgart, 04.–06.11.2014 Brau Beviiale Nürnberg, 11.–13.11.2014	SPS IPC Drives Nuremberg, 25.–27.11.2014	Bau 2015 Munich, 19.–24.01.2015
		Latest Trends, Products and Applications Complement the Editorial Schedule of Each Issue			
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Security Services • System Integration Emergency Call and Service Centers, Security Services/ Patrols, Surveillance, Installation of Security Equipment	■	■			■
Intrusion/Perimeter Protection • Alarm Alerting, Alarms, Burglar Alarms, Fire Alarms, Emergency Incident Communication, Barriers, Fences	■	■	■		■
Building Security Lock Systems, Door Management, Access Control Systems, Escape and Rescue Routes, Danger Management Systems, Communications Systems, Building Supervision Technology, Evacuation	■	■	■		■
Video Surveillance Video: Sensor Technology, Transmission, Presentation, Recording, Storing, Evaluation, Analysis, Management, Analog and Digital Products and Solutions, Individual Components of CCTV Surveillance Systems	■	■	■	■	■
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Machine and System Safety Communications Systems, Protective Switches, Bolts, Remote Maintenance, Safety Software, Safety PLC, Ex Protection, Safe Drives, IT Security, Sensors, Scanners, Camera Systems, Safety Contactors	■	■	■	■	■
Additional Trade Specials	All articles from the GIT Special Issue PRO-4-PRO will be available for a whole year on the PRO-4-PRO.com product platform	Safety and Security for • Metal Industry • Storage, Logistics, Supply Chain Security • Sport, Culture and Tourism	Safety and Security for • Public Areas • Transport and Traffic • Print and Media	Safety and Security for • Retail • Healthcare Sector • Hotels and Casinos	Safety and Security for • Energy and Utilities • Automotive Industry • Railways and Airports

ADVERTISEMENTS	FORMAT (MM)		PRICE € (B/W)	PRICE € 4C
	width	height		
2/1 Pages	400	260	13,730	15,210
1/1 Page	185	260	7,240	8,720
1/2 Page portrait	90	260	3,780	5,260
1/2 Page landscape	185	128	3,780	5,260
Juniorpage	137	190	4,140	5,620
1/3 Page portrait	58	260	2,630	3,370
1/3 Page landscape	185	85	2,630	3,370
1/4 Page classic	90	128	1,950	2,690
1/4 Page portrait	43	260	1,950	2,690
1/4 Page landscape	185	63	1,950	2,690
1/8 Page classic	90	63	980	1,720
1/8 Page landscape	185	30	980	1,720

- 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.

GIT TRADESHOW GUIDE SECURITY 2014

Send a message to nina.esser@wiley.com and get all details with prices and opportunities.



Publishing date	15.09.2014
Ad deadline	08.09.2014
Editorial deadline	01.09.2014



Additional publication for SECURITY 2014

PREFERRED POSITIONS	FORMAT (MM)		PRICE €
	width	height	
Title Page + Story ¹	213	303	11,850
Inside front/back page ¹	185	260	flap: 5,050 9,960
Back page ¹	185	260	10,830
Ad at contents	400	30	2,770
Belly Band	450	max. 100	9,300
Title corner	73 x 51 x 51		2,900
Postcards ²			120
Inner cover			4,200

JOB ADVERTISEMENTS

25 % discount on regular advertisement prices

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

BOUND-IN INSERTS*	FORMAT (MM)		PRICE €
	width	height	
2-page A4	210	297	6,970
3-page A4 + side flip	207 + 105	297	10,480
4-page A4	420	297	11,180
6-page A4	414 + 203	297	14,540

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

LOOSE INSERTS ⁵	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 issue.

← 58 mm →

Honeywell

Security Management

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

BUSINESSPARTNER – Presentation in each issue plus basic entry on www.PRO-4-PRO.com/security and www.GIT-SICHERHEIT.de, € 205 incl. layout and design.

ADVERTORIALS IN PRO-4-PRO	Partial title	Inner cover	1/1 Page	1/2 Page	1/4 Page
Price € (4c)	2,540	4,200	3,750	1,890	950

DISCOUNTS / ADDITIONAL CHARGES

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

Terms of Payment:

Payment within 30 days without deduction.

Bank Details:

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 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.

Reprint and PDF

2 Pages 4c, 135 g/m² 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/m² 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 www.gitverlag.com/en/global/corporate_publishing/reprints/

FORMATS

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

Magazine Overview	Dates & Contents	Prices & Formats	Technical Data	Distribution	Online & Print	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	Colours	Screen ruling
Roll offset	Euro scale	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

Delivery of loose inserts/bound-in inserts

Delivery quantity: 30,200 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/.

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
- by FTP at [ftp.gitverlag.com/incoming](ftp://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 & Print	General terms of Business	Contact	Page 6
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COPIES PER ISSUE (IVW Q2/13)	COPIES
Print run	30,000
Circulated copies	28,902
Controlled circulation	24,768
Sold incl. Subscription	4,134
Trade shows, archive, specimens	1,098

POSITION IN THE COMPANY / ORGANISATION	PER CENT	COPIES/AVERAGE
CEO/Director/Owner	24 %	6,918
Managing security/safety and/or fire officer	24 %	6,901
Head of department / Purchasing / Project leader	18 %	5,148
IT / DP Manager	12 %	3,591
Works Manager / Production Manager	9 %	2,553
Technical Manager	8 %	2,467
Sales Manager / Product Manager / Marketing	5 %	1,460

Controlled circulation, The variation to 100 % of circulated copies was statistically calculated, Employees with decision influence are included as management. Copies per issue/average, based on media-kit 2013

„Die **GIT SICHERHEIT**
MAGAZIN FÜR SICHERHEIT UND SECURITY

ist wichtig
für mich,
weil sie ein
nicht weg zu



denkender Part in
der Sicherheits-
kommunikation ist.“

[Dipl.-Verwaltungswirt Erich Keil, Fraport]

INDUSTRIES	PER CENT	COPIES	Recipients in the GIT security database
Processing industries, machine and system builders ¹	30 %	8,813	43,149
Service providers in the security industry ²	30 %	8,600	12,521
Wholesale and retail	7 %	2,027	2,203
Transport and logistics	6 %	1,643	2,045
Public sector, government offices and fire service	5 %	1,396	1,831
Information technology, data processing and telecommunication	4 %	1,283	2,964
Credit and insurance industry	4 %	1,067	1,851
Production industry	4 %	1,018	6,021
Leisure and tourism, health industry	3 %	848	2,573
Transport and passenger transport (air, water, land)	3 %	815	10,051
Suppliers	2 %	572	1,119
General commercial, public and personal service providers	2 %	567	2,795
Others	1 %	389	1,367
Totals	100 %	29,038	90,490

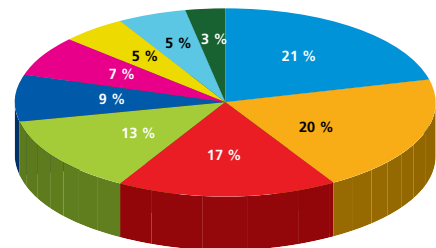
Based on classification WZ 2003 of the Statistischen Bundesamtes (National Statistics Office) and classification WZ 2010 GIT VERLAG, All values are average values, rounded to the nearest percent. Copies per issue/average, based on media-kit 2013

¹ PROCESSING INDUSTRIES, MACHINE AND SYSTEM BUILDERS	PER CENT	COPIES
Machine and system builders, general	21 %	1,829
Electronics and electrical technology	20 %	1,723
Chemical and pharmaceuticals	17 %	1,484
Automobiles and suppliers	13 %	1,159
Measurement, controls, precision apparatus	9 %	755
Food and luxury foodstuffs	7 %	646
Automation and robotics	5 %	470
Printing and paper, packaging	5 %	467
Plastics and mineral oil industry	3 %	280
Totals	100 %	8,813

Based on classification WZ 2003 of the Statistischen Bundesamtes (National Statistics Office) and classification WZ 2010 GIT VERLAG, All values are average values, rounded to the nearest percent. Copies per issue/average, based on media-kit 2013

Processing Industries, Machine and System Builders

- Machine and system builders, general
- Chemical and pharmaceuticals
- Measurement, controls, precision apparatus
- Automation and robotics
- Plastics and mineral oil industry
- Electronics and electrical technology
- Automobiles and suppliers
- Food and luxury foodstuffs
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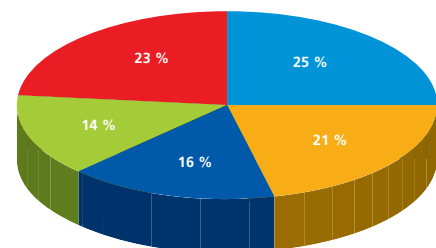


² SERVICE PROVIDERS IN THE SECURITY INDUSTRY	PER CENT	COPIES
Constructors and installers	25 %	2,183
System integrators and system houses, incl. manufacturers	21 %	1,777
Dealers and distributors	16 %	1,417
Planners and consultants	14 %	1,211
Security service providers incl. firefighters	23 %	2,012
Totals	100 %	8,600

Based on classification WZ 2003 of the Statistischen Bundesamtes (National Statistics Office) and classification WZ 2010 GIT VERLAG, All values are average values, rounded to the nearest percent. Copies per issue/average, based on media-kit 2013

Service Providers in the Security Industry

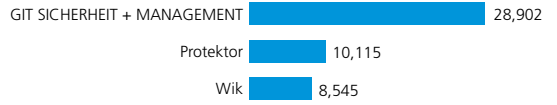
- Constructors and installers
- Dealers and distributors
- Security service providers incl. firefighters
- System integrators and system houses, incl. manufacturers
- Planners and consultants



PRICE COMPARISON WITH COMPETITORS	1/1 4C	TVP	TGP
GIT SICHERHEIT + MANAGEMENT	8,580 €	297 €	286 €
Protektor	3,782 €	374 €	360 €
Wik	2,970 €	348 €	329 €

Sources: competitors/Media Data. As of: 2012 price list.
TVP = price per thousand circulated copies
TGP = price per thousand printed copies

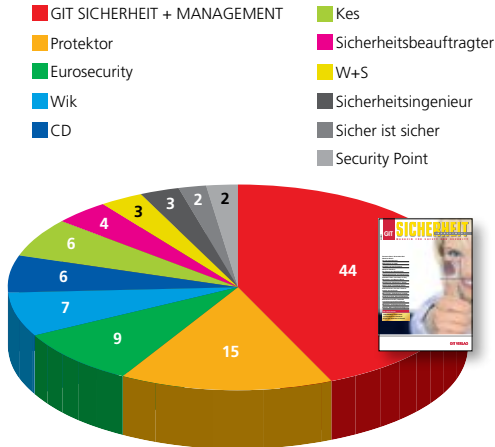
Circulation, comparison with competitors – IVW survey Q2 2013



Source: IVW – Informationsgemeinschaft zur Feststellung der Verbreitung von Werbeträgern e.V.

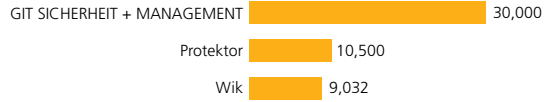
Independent advertising market overview Market share of the advertising market

Percentage shares of advertising sales (%), last overview in 2011



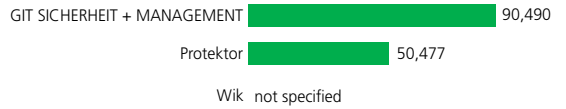
Source: Vertriebsunion Meynen, advertising medium statistics from 20.07.2011
Basics: Current prices

Print run, comparison with competitors – IVW survey Q2 2013



Source: IVW – Informationsgemeinschaft zur Feststellung der Verbreitung von Werbeträgern e.V.

Reader/address quantity, comparison with competitors



Sources: competitors' Media Data 2012/2013, GIT database.

„Die **GIT SICHERHEIT** ist für mich wichtig, weil hinter dem Magazin ein ganz außergewöhnliches tolles Team steht.“ [Stephan Weiß, Hekatron]

„Die **GIT SICHERHEIT** ist für mich wichtig, weil sie aktuelle Sicherheitsthemen kompetent auf den Punkt bringt.“ [Renate Pilz, Pilz GmbH & Co. KG]

„Die **GIT SICHERHEIT** ist für mich wichtig, weil sie kompetente Information mit attraktivem Layout verbindet.“ [Nicole Huffer, SimonsVoss AG]

„Die **GIT SICHERHEIT** ist für mich wichtig, weil Leserschaft, Redaktion und Chemie seit Beginn der Zusammenarbeit stimmen.“ [Joachim Meisehen, Novar]

„Die **GIT SICHERHEIT** ist für mich wichtig, weil sie mir einen hervorragenden Überblick über das Branchengeschehen gibt.“ [Dr. Reinhard Hüppe, Leiter Bereich Id]

„Die **GIT SICHERHEIT** ist für mich wichtig, weil hier die Trends der Sicherheitstechnik frühzeitig thematisiert werden.“ [Prof. Dr. Andreas Hasenpusch, 1. Vorsitzender des VFS]

„Die **GIT SICHERHEIT** ist für mich wichtig, weil ich dann gut beraten werden kann.“ [Joachim Reif, Reif Sicherheitssysteme GmbH]

„Die **GIT SICHERHEIT** ist für mich wichtig, weil sie Kunden über die Innovationen und Trends der Überwachungssysteme bestens informiert.“ [Edwin Roobol, Axis Communications]

„Die **GIT SICHERHEIT** ist für mich wichtig, weil sie gut recherchierte und interessante Sicherheitsbeiträge enthält.“ [Erika Görg, Bosch Sicherheitssysteme]

„Die **GIT SICHERHEIT** ist für mich wichtig, weil ich hier alles Wissen rund um das Thema Sicherheit finde.“ [Dipl. Ing. Stefan Euchner, Geschäftsführer EUCHNER GmbH + Co. KG]

„Die **GIT SICHERHEIT** ist für mich wichtig, weil sie umfangreich informiert!“ [Manfred Endt, Stellvertretender Vorstandsvorsitzender des BHE]

„Die **GIT SICHERHEIT** ist für mich wichtig, weil es als überaus kompetentes und in Fachkreisen hoch angesehenes Medium eine gute Kommunikationsplattform ist.“ [Simone Herold, Robotix]



YOUR ADVERTISING WITH US IS IN THE BEST COMPANY

The best advertisement for GIT SICHERHEIT + MANAGEMENT are our clients! Companies that appreciate the quality of GIT SICHERHEIT + MANAGEMENT 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 30,000 decision-makers – not even including the secondary readers! The result is new customers and markets for you!

Top decision-makers read GIT SICHERHEIT + MANAGEMENT and utilise the magazine to support their decisions on security-related investments. GIT SICHERHEIT + MANAGEMENT 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 Deutschland | Banner Engineering | C.P.M. Service | Dictator-Technik | Euroline | GFS |
| Aasset Security | Barco | Carlo Gavazzi | Digimem | European Security Partners | G+H |
| ABB Stotz-Kontakt | Bartec | Cash Work | Digisound Electronic | Evac Chair | Gloria |
| ABS Safety | Basler | CBC Deutschland | Digital Data | Everfocus Electronics | Greifzug Hebezeugbau |
| Abus Security Center | Baumüller | Cedes | Di-soric | Everglow | Gretsch Unitas |
| Adronit | Bernstein | CEM Systems | Dina | Evolis Card Printer | GTE Industrieelektronik |
| ADT Security | Bernt | Cichon + Stolberg | Dom | Ewa Werk | Gunnebo |
| Advancis | Besec Systemtechnik | CM-Security | Dorma | Eyevis | Günzburger Steigtechnik |
| AG Neovo | BFI Optilas | ComNet | Dräger Safety | FM Global | Gustav Wahler |
| Aimetis | BHE | Compur Monitors | DuPont | Fastcom Technology | Hacker-Keymanagement |
| Allnet | Bihl & Wiedemann | Consense | Düperthal | Feig Electronic | Haus der Technik |
| Ansell | Bosch Sicherheitssysteme | Convision Systems | E. Dold & Söhne | Fiessler Elektronik | Haverkamp |
| Apollo Fire Detectors | Brady | Contrinex | EAO Luminas | Flir Systems | Hectas |
| ASC telecom | Brewes | Cooper Security | Eaton Power Quality | Format Tresorbau | Heitel Digital Video |
| Ascom Deutschland | Brickcom | CST Cash Security | Ecos Systems | Fortress Interlocks | Hekatron |
| Ascos | Brother International | CWS-boco | Efaflex | FSB Franz Schneider Brakel | Herke Videotechnik |
| Assa Abloy | BST | Dallmeier electronic | EFB | FSP-Tech | Hewi |
| Astrum IT | Bürk Mobatime | Danfoss | Ekey | Fujinon | HID |
| Atlas Schuhfabrik | Bundesagentur für Arbeit | Datacard Group | eks | Funkwerk Enterprise | HIKvision |
| ATral-Secal | Bundesdruckerei | Defense | Ela-Soft | Funkwerk Plettac | Hinte Messe |
| AT Automation Technology | Burg-Wächter | Dehn & Söhne | Elan Schaltelemente | Gantner Electronic | Hirschmann Automation |
| Avigilon | Burgenkönig Video | Deiningr elektronik | Elbex | GE Security | Honeywell |
| Aweco Appliance Systems | BWA Technology | Deister electronic | Elten | Georg Schlegel | HT Protect |
| Axelent | Byometric Systems | Dekom | Enera International | Geutebrück | HTS Deutschland |
| Axis Communications | Calanbau | Denios | EPG Ethernet | Geze | Hunt Electronic |
| Axxon Soft | Capital Safety Group | Detectomat | Escape Mobility | GfG | Häfele |
| B&R | Celsion | Deutsche Messe | ESE International | GfG | Hochiki |
| Balter Security | C-Tec | Deutsche Telekom | Euchner | GFO5 | IBF |
-
- | | | | | | |
|-------------------------|-----------------------|-------------------------|---------------------------|---------------------------|-------------------------|
| Icognize | Kroschke sign | Nedap | Pro-Store Technology | Seetec | TST Biometrics |
| Ident Technologies | Kötter | Netcomm | Pro-RZ Rechenzentrumsbau | Senstar | Tyco Fire & Integrated |
| Idesco | L. Priebs | Neox Technologies | Protect AS | Setec | Tyco Fire & Security |
| IDS Imaging Development | LAE Engineering | Nice Systems | Protection One | Sharp Electric | TÜV Akademie Rheinland |
| IE Ind. Electronics | Landesmesse Stuttgart | Niscayah | R. Stahl | Sick | Uhlmann & Zacher |
| Iloq | Legic Ident systems | Norbain | Rassegne | Siegenia-Aubi | Uvex |
| Impac Infrared | Leuze Lumiflex | Normbau | Rauscher | Siemens | V.A.S. |
| IndigoVision | Logiware | Norman Data Defense | Rave Arbeitsschutz | Siemens Building | Valeo |
| Industrial Scientific | LOT Oriel | North Safety Products | Reiner SCT | Technologies | Vasco Data Security |
| InfraServ Höchst | Louis Steitz Secura | Notifier | Rembe | Simons Voss Technologies | Verint |
| Ing.-Büro Rosin | Magnetic Autocontrol | Novar | Risk Consult | Sitac | Victaulic |
| Innotec Data | Mapa | NVT | Rittal | Sitron Sensor | Video System Networks |
| Insys Microelectronics | Marioff | Nürnberg Messe | RKI | Skylotec | Videor |
| Interflex Datensysteme | Matrox | Omron Electronics | Robowatch Technologies | Slat | Videotec |
| Intrakey Consult | Maxx Vision | Opertis | Roche Pharma | Sommer | Visual Protect |
| IQinVision | Mayer | Optelecrom | Rocon | Sony Deutschland | Vivotek |
| Isgus | McGard | Opto-System-Technik | Rothstein Schutzsysteme | Sorex wireless | VMT Düssel Video Medien |
| ISM Heinrich Krämer | Megacom | OSI Informationssysteme | Salto | ST Technologie Design | VPS ID Systeme |
| Jerra Soft | Mesago | Panasonic | Samsung | Stentofon Service | VTQ Videotronik |
| Jokab Safety | Messe Berlin | Paxton | Sanyo Fisher Sales | Steute Schaltgeräte | W+R Seiz |
| JVC | Messe Düsseldorf | P.E.R. | Santec BW AG | Stöbich | W.L. Gore & Associates |
| K.A. Schmersal | Messe Essen | PCS Systemtechnik | Satel Alarm | Sutainer Trans-Safety | Wagner Alarm- + |
| Kaba | Messe München | Pelco | Scanvest | Swissphone | Sicherungssysteme |
| KCL | Mewa Textilservice | Pentax Europe | Scat Europe | Sygonix | Wanzl |
| Kemas | Miditec Datensysteme | Pepperl & Fuchs | Schille | Synology | Werma |
| Kenwood Electronics | Milestone Systems | pervormance | Schmid Alarm | Sympatex Technologies | Werra Tor & Zaun |
| Keso | Mintron Enterprise | Pfannenberg | Schnabel | TAE Technische Akademie | Western Digital |
| Keyence | Mirasy | PHG Peter Hengstler | Schneider Intercom | Tamron Europe | Wey |
| Keyowa | Mobotix | Phoenix Contact | Schranner | TAS Telefonbau A. Schwabe | Wiesemann & Theis |
| Kidde | Moeller Holding | Phonak | Schulte-Schlagbaum | Teckentrup | Winkhaus Türtechnik |
| Klüh Security | Monacor International | Pieper | SCP Software | Telecom Behnke | Winter |
| KMK Karlsruher Messe | Moxa | Pilz | Secunet Security Networks | Tele Eye Europe | W.I.S. |
| KNT Netzwerksysteme | MSA Auer | Pixim | Securitas | Telefunken Racoms | Wisag |
| Knürr | MTL Instruments | Primion Technology | Securiton | Tetronik | Zarges |
| Kölnmesse | Murrelektronik | Printoplast | Security Data | Tisoware | Ziller-ASS |
| Krealux | Narda Safety Test | Priorit | Secusmart | TKH Security Solutions | Zweibrüder |

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 SICHERHEIT + MANAGEMENT has been at the cutting-edge and a catalyst in communicating all the important aspects of security for more than 20 years. Put your money on the # 1.

THE BEST ADVERTISEMENT FOR US IS YOU!

Summary of the Survey Methodology

1. Survey method:

Distribution analysis by data evaluation

2. Composition of data:

The recipient data contains the addresses of all recipients. The available postal information enables the data to be sorted into postcode areas and/or national and international recipients.

3. Recipient structure:

■ Total number of recipients in the data:	90,490
■ Recipient structure of an average edition in Q2/13 according to sale format:	
– Constant controlled circulation	15,094
– Variable controlled circulation	9,674
– Individual sale/Subscription	4,134
Actual distributed editions (ADE)	28,902
– Nationally	27,166
– Internationally	1,736
Austria	572
Switzerland	709
Other countries	455

4. Population (surveyed portion)

Print run:	30,000 = 100.0 %
of which not included in the survey:	
– circulation at trade shows, events, archive and specimens	1,098 = 4 %
The survey represents of the total circulation	28,902 = 96 %

5. Description of database:

The evaluation is based on the overall data. The established portions for the distribution area were projections based on the actual distributed copies on a yearly average in accordance with AMF point 17.

6. Target of the survey: Addressees, readers listed in the GIT database

7. Definition of the reader: not applicable

8. Fluctuation margin: not applicable

9. Survey carried out by: publisher

[Magazine Overview](#)
[Dates & Contents](#)
[Prices & Formats](#)
[Technical Data](#)
[Distribution](#)
[Online
& Print](#)
[General terms
of Business](#)
[Contact](#)

CORPORATE PUBLISHING

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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GIT Special Issue PRO-4-PRO

The annual GIT Special Issue PRO-4-PRO that is published each summer (circulation 30,000) is a cross media product combining print and online. It generates leads for your sales verifiably.

It contains comprehensive and well-illustrated system, service and company portraits as well as contemporary products, applications and special solutions from the most important branches of the safety and security industry.

Conceived as the regular Edition 7-8 of GIT SICHERHEIT + MANAGEMENT, you will simultaneously find nearly all the content that has been gathered in this industry guide for the whole year in the Internet under www.PRO-4-PRO.com/ security.



Combine!
 Print + Online

Examples

2/1 page Advertorial

1/1 page Advertorial

Inner cover + picture at contents (see red circle)

Partial Title (see red circle)

1/2 page Advertorial

1/4 page Advertorial

Dates

Publication date	15.08.14
Advertising deadline	29.07.14
Editorial deadline	01.07.14

Advertorials

SIZE	2/1 PAGES	1/1 PAGE	1/2 PAGE	1/4 PAGE
PRICE 4C (€)*	7,500	3,750	1,890	950

Preferred positions (will be reserved in the order of booking arrival)

Inner Cover (1/1 page subject opener + 1/2 advertorial 4c + section title picture in contents + co-defining the colour of section)	€ 4,200
Partial Title (4c picture on title page or outside back + 1/2 page advertorial 4c + picture in "contents"); you can book more PR additionally	€ 2,540

* all rates include two full PDF correction runs. Only from the third PDF on there will be charged 45 € per PDF as handling fee.

GIT Business Web: www.GIT-SICHERHEIT.de

GIT-SICHERHEIT.de (German) and **GIT-SECURITY.com** (international) are designed for safety and security professionals and offers various opportunities to gain targeted exposure to an international audience.

Online-Advertisement

GIT-SICHERHEIT.de and **GIT-SECURITY.com** offer 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-SICHERHEIT.de Buyers Guide

The Buyers Guide in **GIT-SICHERHEIT.de** and **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 \cup 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 \cup 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 GIT-SICHERHEIT.de

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

GIT-SICHERHEIT.de-Newsletter: every first Tuesday of the month, plus Special-Newsletters

Microsite

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



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

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

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

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

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:	Online:	Corporate Publishing:	Direct Marketing:	Reprints:
<p>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.</p>	<p>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.</p>	<p>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.</p>	<p>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.</p>	<p>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.</p>
+++ Address decision makers ++	+++ Generate leads +++	+++ Position your brand +++	+++ Acquire your customers +++	+++ Generate extra value +++

print
online
corporate publishing
direct marketing
reprints

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

1. These General Terms and Conditions shall apply to all contracts (hereinafter referred to as "orders") relating to the publication of one or several adverts of one 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.

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 and/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 performance 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 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.

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 (RStV) 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, 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.

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 head-quarters, 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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