

Media Guide

2021
REFRESH YOUR MARKETING
Angewandte Chemie
www.angewandte.de/com

Approximately 17,000 App downloads
Excellent impact factor of 12,959 (2019)

App
available



WILEY-VCH

Angewandte Chemie

Description

Angewandte Chemie, with its excellent Impact Factor of 12,959 (2019) strengthens its leading position among the general chemistry journals. It appears weekly in a highly optimized, reader-friendly format; new articles appear online almost every day. It is one of the prime chemistry journals in the world, with an Impact Factor higher than those of comparable journals.

Moreover, it is the only journal in the field delivering a stimulating mixture of Review Articles, Highlights and Communications weekly. The Reviews summarize the important results of recent research on topical subjects in all branches of chemistry, point to unresolved problems and discuss possible developments. The Highlights provide concise evaluations of current trends in chemical research. The Communications are critically selected and report on the latest research results, making the journal indispensable to the chemist who wants to stay well informed. Angewandte Chemie also regularly publishes Nobel lectures in chemistry and related fields.

Overview

Publication Frequency

52 x per year/edition

Volume

133. German Edition
60. International Edition

Print Run

3,500 monthly

Commercial Manager Sciences

Vanessa Winde

Account Manager

Marion Schulz

Subscription Rate (print and online)

€ 13,106
German Edition
€ 15,243
International Edition

ISSN

0044-8249
German Edition print
1521-3757
German Edition online
1433-7851
International Edition print
1521-3773
International Edition online

Content

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Dates & Contents

Issues	1	2	3	4	5	6
Publishing date	4 January 2021	11 January 2021	18 January 2021	25 January 2021	1 February 2021	8 February 2021
Advertising deadline	7 December 2020	14 December 2020	21 December 2020	29 December 2020	8 January 2021	15 January 2021

Trade Shows/ Conferences						
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Topics	Biotechnology	Crystal Engineering	Coordination Chemistry	Organocatalysis	Drug Delivery	Peptides
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Issues	7	8	9	10	11	12
Publishing date	15 February 2021	19 February 2021	23 February 2021	1 March 2021	8 March 2021	15 March 2021
Advertising deadline	22 January 2021	28 January 2021	1 February 2021	5 February 2021	12 February 2021	19 February 2021

Trade Shows/ Conferences				Chemiedozententagung Rostock (Germany) March 15-17	ACS Spring Meeting San Antonio, USA March 21-25	
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Topics	Solid-State Chemistry	Organometallic Chemistry	Mass Spectrometry	Electrochemistry	Medicinal Chemistry	Carbohydrates
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Issues	13	14	15	16	17	18
Publishing date	22 March 2021	29 March 2021	6 April 2021	12 April 2021	19 April 2021	26 April 2021
Advertising deadline	26 February 2021	5 March 2021	12 March 2021	18 March 2021	25 March 2021	30 March 2021

Trade Shows/ Conferences					Bürgenstock Brunnen, Switzerland May 02-06	Bunsentagung Regensburg, Germany May 13-15
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Topics	Analytical Chemistry	Surface Chemistry	Industrial Chemistry	Natural Products	Aromaticity	Scanning Microscopy
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Issues	19	20	21	22	23	24
Publishing date	3 May 2021	10 May 2021	17 May 2021	25 May 2021	1 June 2021	7 June 2021
Advertising deadline	9 April 2021	16 April 2021	23 April 2021	29 April 2021	6 May 2021	10 May 2021

Trade Shows/ Conferences						
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Topics	Material Sciences	NMR Spectrometry	Organic Synthesis	Women in Chemistry	Nanotechnology	Heterogeneous Catalysis
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Issues	25	26	27	28	29	30
Publishing date	14 June 2021	21 June 2021	25 June 2021	5 July 2021	12 July 2021	19 July 2021
Advertising deadline	19 May 2021	27 May 2021	2 June 2021	11 June 2021	18 June 2021	25 June 2021

Trade Shows/ Conferences						ESOC 2021 Ghent, Belgium July 11-15
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Topics	Inorganic Chemistry	Polymer Chemistry	Green Chemistry	Spectroscopy	Asymmetric Catalysis	Organic Chemistry
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Dates & Contents

Issues	31	32	33	34	35	36
Publishing date	26 July 2021	2 August 2021	9 August 2021	16 August 2021	23 August 2021	1 September 2021
Advertising deadline	2 July 2021	9 July 2021	16 July 2021	23 July 2021	30 July 2021	10 August 2021

Trade Shows/ Conferences	OMCOS 21 Vancouver, Canada July 25–29				ACS Fall Meeting Atlanta, USA August 22–26	
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Topics	Nanostructures	Photochemistry	Heterocycles	Biochemistry	Pharmaceutical Chemistry	Industrial Chemistry
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Issues	37	38	39	40	41	42
Publishing date	6 September 2021	13 September 2021	20 September 2021	27 September 2021	4 October 2021	11 October 2021
Advertising deadline	17 August 2021	20 August 2021	27 August 2021	3 September 2021	10 September 2021	17 September 2021

Trade Shows/ Conferences		WiFo Munich, Germany August 29 – September 1				
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Topics	Homogenous Catalysis	Coordination Chemistry	Chemical Biology	Catalytic Oxidation	Main-Group Chemistry	Imaging
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Issues	43	44	45	46	47	48
Publishing date	18 October 2021	25 October 2021	2 November 2021	8 November 2021	15 November 2021	22 November 2021
Advertising deadline	24 September 2021	1 October 2021	8 October 2021	19 October 2021	21 October 2021	28 October 2021

Trade Shows/ Conferences						
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Topics	Polymer Chemistry	Sustainable Chemistry	Surface Chemistry	Green Chemistry	Theoretical Chemistry	Chirality
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Issues	49	50	51	52
Publishing date	1 December 2021	6 December 2021	13 December 2021	20 December 2021
Advertising deadline	9 November 2021	12 November 2021	19 November 2021	26 November 2021

Trade Shows/ Conferences				
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Topics	Fluorescence Spectroscopy	Therapeutics	Bioorganic Chemistry	Supramolecular Chemistry
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Prices & Formats

Advertisements	width / height (mm)	Price € 4c
1/1 Page	180 x 260	5,785
Juniorpage	135 x 175	4,470
1/2 Page portrait	90 x 260	4,010
1/2 Page landscape	180 x 128	4,010
1/3 Page portrait	59 x 260	2,315
1/3 Page landscape	180 x 84	2,315
1/4 Page classic	90 x 128	2,005
1/4 Page landscape	180 x 63	2,005
1/6 Page landscape	180 x 42	1,680
1/8 Page portrait	90 x 63	1,495
1/8 Page landscape	180 x 30	1,495

Rates for Classified Advertisements	Price € (b/w)
mm-rate per column (2 columns 90 mm width)	
Companies	10.00
Universities	8.70

Bound-in inserts	width / height (mm)	Price €
2-page A4	210 x 280	3,855
4-page A4	420 x 280	5,815

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

Loose inserts	weight	Price €
	up to 25 g	295

+ postage

Discounts

for several ads within 12 months (year of insertion)

3 Advertisements	5 %
6 Advertisements	10 %
9 Advertisements	15 %
12 Advertisements	20 %

Package discount upon request

All prices apply for 4 insertions and in 4 consecutive issues in Angewandte Chemie German and International Edition. Single rates upon request.

Terms of Payment:
Payment within 30 days without deduction.

VAT-Id.No.: DE136766623
Tax No.: 47020/29082

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

All prices are subject to the statutory VAT.

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

Technical Details

Trim Size

280 mm (H) x 210 mm (W)

Type area

260 mm (H) x 180 mm (W)

Number of columns: 4, column width 45 mm

Print and binding methods

Sheet offset, adhesive binding
Print profile: ISO Coated_v2 (eci)

Colours

Euro scale

Transmission by e-mail:

mradtke@wiley.com

Data format

We accept the following data formats:
PDF, EPS, TIFF, JPG.

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.).

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.

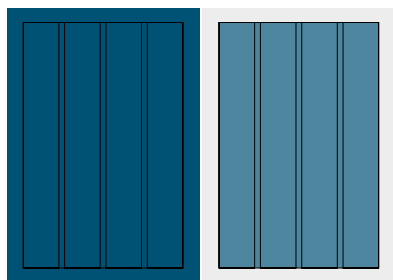
4. Do not compress JPG files too strongly, or this will lead to visible loss of image quality. Use the "maximum" or "high" quality gradings.

Transmission options

by e-mail to vch-adsales@wiley.com

WILEY-VCH GmbH
Ad Sales Department
Angewandte Chemie
Boschstrasse 12
69469 Weinheim, Germany
Tel.: +49 (0) 6201 606-557
Fax: +49 (0) 6201 606-550

Formats

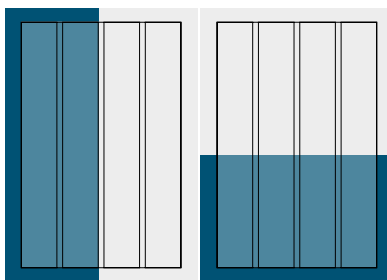


1/1 Pages
Type Area/Bleed Size

Type Area:
180 x 260 mm

Bleed Size:
210 x 280 mm
+ 3 mm Overlap on all sides

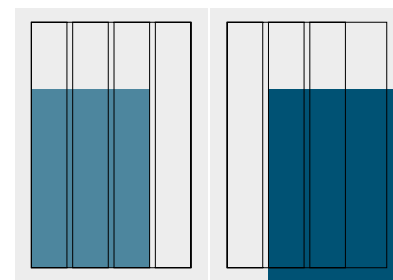
Final Size:
216 x 286 mm



1/2 Pages
Type Area/Bleed Size

Type Area:
portrait: 90 x 260 mm
landscape: 180 x 128 mm

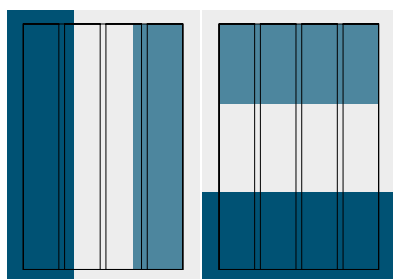
Bleed Size:
portrait: 110 x 280 mm
landscape: 210 x 158 mm



Juniorpage

Type Area:
135 x 175 mm

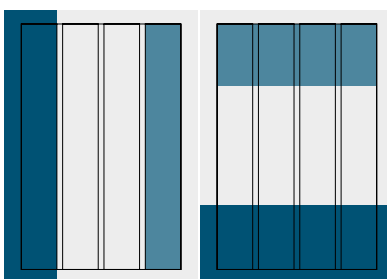
Bleed Size:
155 x 195 mm



1/3 Pages
Type Area/Bleed Size

Type Area:
portrait: 59 x 260 mm
landscape: 180 x 84 mm

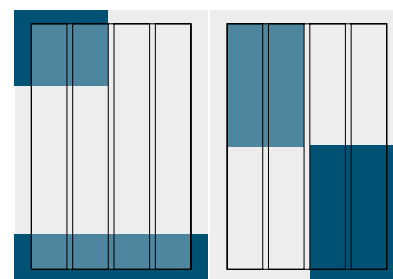
Bleed Size:
portrait: 79 x 280 mm
landscape: 210 x 104 mm



1/4 Pages
Type Area/Bleed Size

Type Area:
portrait: 90 x 128 mm
landscape: 180 x 63 mm

Bleed Size:
portrait: 110 x 158 mm
landscape: 210 x 83 mm



1/6 | 1/8
Pages Type Area/Bleed Size

Type Area:
landscape: 180 x 42 mm
Bleed Size:
classic: 210 x 62 mm

Type Area:
classic: 90 x 63 mm
landscape: 180 x 30 mm
Bleed Size:
classic: 110 x 83 mm
landscape: 210 x 50 mm

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

Editorial Board

Annette Beck-Sickinger

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Würzburg

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Eidgenössische Technische
Hochschule Zürich



**Angewandte Chemie is a journal of the
Gesellschaft Deutscher Chemiker (GDCh),
the largest chemistry-related scientific
society in continental Europe.**

Digital Advertising

Angewandte Chemie App – Added Value!

The Wiley Journal App Service (JAS) gives users access to the top content of **Angewandte Chemie** on mobile devices. To date, more than **17,000 users** have downloaded the app, amounting to an average visit duration of 11 minutes.

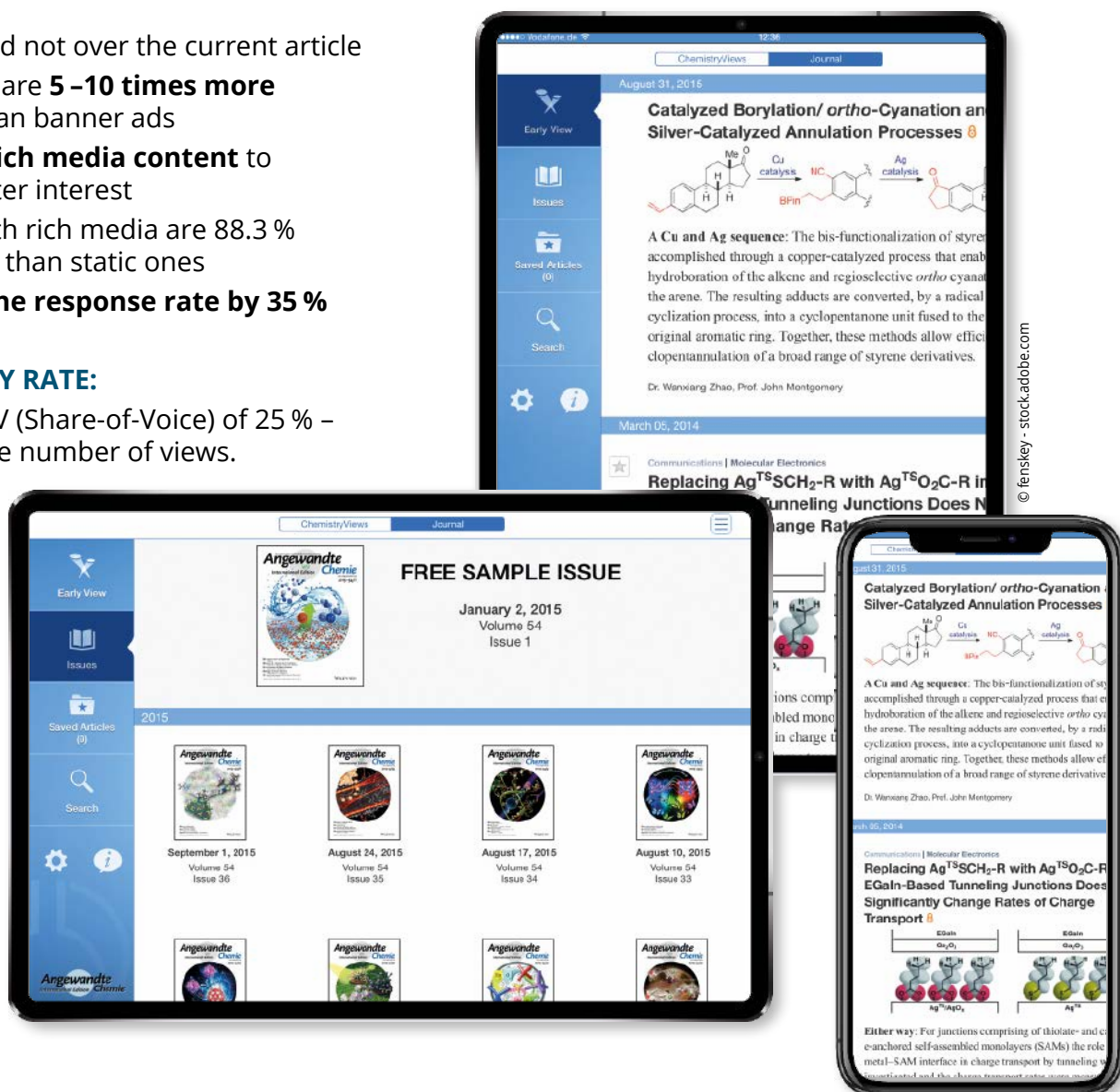
Now you can make use of this new platform and the prime positioning of Angewandte Chemie to secure your own success, profiting from the unique and effective advertising opportunities: embedded video and audio, microsites, animations, feedback forms, touchscreen interaction, news feeds, whitepaper and much more besides ... **Ask us for further information!**

5 CONVINCING ARGUMENTS:

- **Focusing on your message:** the ads appear between two articles and not over the current article
- Interstitial ads are **5–10 times more persuasive** than banner ads
- JAS supports **rich media content** to generate greater interest
- Interstitials with rich media are 88.3% more effective than static ones
- Videos **raise the response rate by 35%**

INTRODUCTORY RATE:

€ 950 with a SOV (Share-of-Voice) of 25% – regardless of the number of views.



The image displays three mobile devices showcasing the Angewandte Chemie app interface. The top tablet shows a full article page with a chemical reaction scheme and text. The bottom tablet shows a 'FREE SAMPLE ISSUE' page with a grid of journal covers. The smartphone shows a zoomed-in view of the article page.

Angewandte Chemie App Interface:

- Top Tablet:** Displays a full article page for "Catalyzed Borylation/ortho-Cyanation and Silver-Catalyzed Annulation Processes". The article includes a chemical reaction scheme and text describing the process. The author is Dr. Wanxiang Zhao, Prof. John Montgomery.
- Bottom Tablet:** Displays a "FREE SAMPLE ISSUE" page for January 2, 2015, Volume 54, Issue 1. It features a grid of journal covers for various issues from 2015.
- Smartphone:** Displays a zoomed-in view of the article page, showing the chemical reaction scheme and text.

Chemical Reaction Scheme (from article):

The reaction scheme shows the conversion of a styrene derivative to a cyclopentanone unit fused to the original aromatic ring. The process involves a copper-catalyzed process (Cu catalysis) and a silver-catalyzed process (Ag catalysis). The resulting adducts are converted, by a radical cyclization process, into a cyclopentanone unit fused to the original aromatic ring. Together, these methods allow efficient annulation of a broad range of styrene derivatives.

Text from article:

A Cu and Ag sequence: The bis-functionalization of styrene is accomplished through a copper-catalyzed process that enables hydroboration of the alkene and regioselective *ortho* cyanation of the arene. The resulting adducts are converted, by a radical cyclization process, into a cyclopentanone unit fused to the original aromatic ring. Together, these methods allow efficient annulation of a broad range of styrene derivatives.

Dr. Wanxiang Zhao, Prof. John Montgomery

March 05, 2014

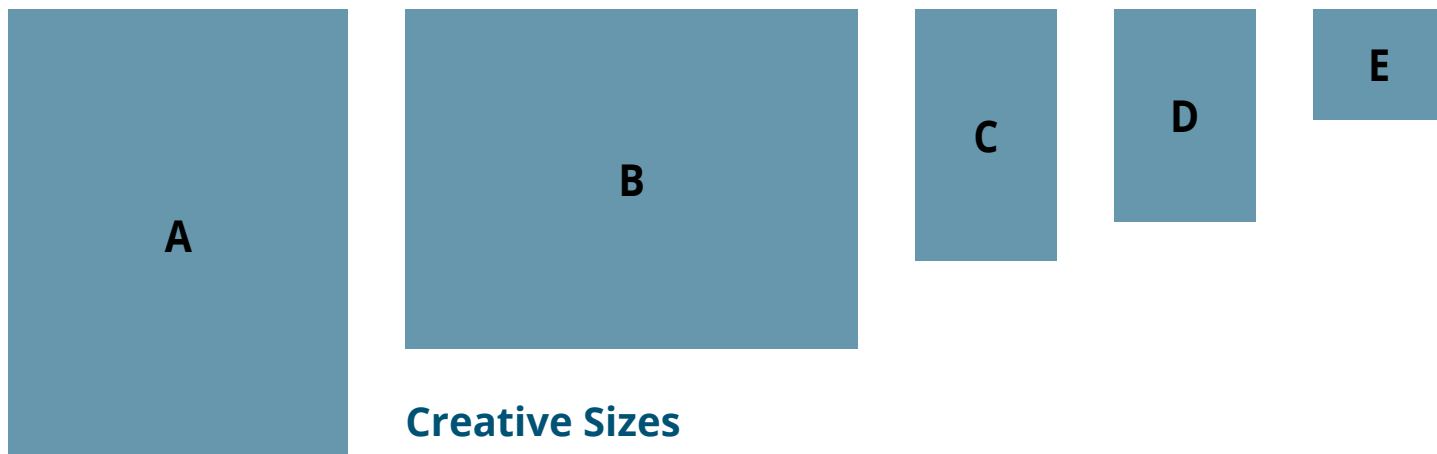
Communications | Molecular Electronics

Replacing Ag^{TS}SCH₂-R with Ag^{TS}O₂C-R in Single-Molecule Tunneling Junctions Does Not Significantly Change Rates of Charge Transport

Figure 40, 401-4

Either way: For junctions comprising of thiolate- and cyano-terminated self-assembled monolayers (SAMs) the role of the metal-SAM interface in charge transport by tunneling was investigated. The results show that the charge transport is dominated by the SAM layer and is not significantly affected by the metal-SAM interface.

Digital Advertising



Creative Sizes

A) iPad Portrait: 768x1024*

B) iPad Landscape: 1024x768*

C) iPhone 5–8 Portrait: 320x568*

D) iPhone 2G–4S Portrait: 320x480*

E) MPU: 300x250**

*All designs for iPad and iPhone formats should leave the top 40 pixels of space clear of any critical content or designs, as this space is utilized and reserved for the area containing the close button.

**Supported in both iPad & iPhone in the absence of a full page unit.

File Types Accepted

Option 1:

Full Page Flex Ad Unit (Ideal/Preferred)

HTML5 Full screen rich media units must be supplied as 3rd Party Ad Tags and configured to be responsive to a minimum of the following screen sizes:

iPad: 1024x768 & 768x1024

iPhone: 320x480 & 320x568

Option 2:

Full Page Animated or Static Image

Full screen banners MUST be supplied in PNG, JPG or GIF format in ALL of the following screen sizes:

iPad: 1024x768 & 768x1024

iPhone: 320x480 & 320x568

Option 3:

MPU Ad Unit

An MPU (300x250) ad unit can be served as an interstitial ad unit in place of the full page units on both iPad & iPhones. The unit can be Rich Media or Static.

Max File Size

iPad Files:

200KB (Max Initial File Size);

200KB (Subsequent Max User Initiated File Size);

2.2MB (Subsequent Max Additional User-Initiated File Size, ex: Streaming Video)

iPhone Files:

100KB (Max Initial File Size);

200KB (Subsequent Max User Initiated File Size);

2.2MB (Subsequent Max Additional User-Initiated File Size, ex: Streaming Video)

Digital Advertising

Angewandte Chemie on Wiley Online Library

Angewandte Chemie is THE prime chemistry journal in the world (Impact Factor 2019: 12,959) and thus holds a leading position in electronic usage. It is published weekly in two editions with identical scientific content, one for the German-speaking and one for the international market. All articles are published online first, which means new articles practically appear each day. The most important and innovative research from all areas of chemistry is presented in a unique combination of review articles, highlights and short communications. **Angewandte Chemie** is indispensable reading for all chemists working in research and development, both in industry and in academia. Issues that include lectures of Nobel Prize winners in chemistry attract special interest. All classic segments of chemistry (analytical, inorganic, organic and physical chemistry) are being presented. Interdisciplinary research areas as bio- and nanotechnology including micro-fluidics, catalysis and energy research, macro- and supra-molecular chemistry, industrial and sustainable („green“) chemistry, materials sciences, bio- and chemo-informatics are covered, too.

E-mail service

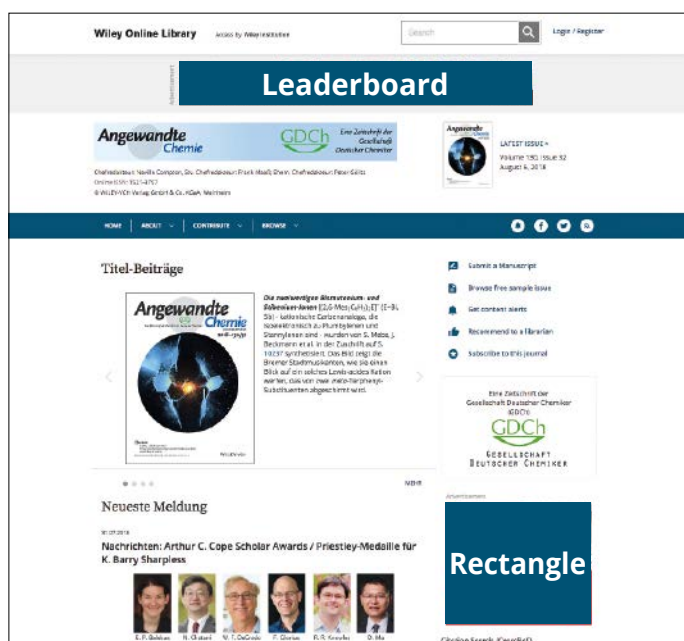
Angewandte Chemie provides its readers with an exclusive preview on forthcoming journal content through the Content Alerting Service (eTOC alert). This covers the complete table of content which is automatically e-mailed as soon as a new online issue is published. Furthermore all subscribers receive information on new articles through the EarlyViews (articles that just have been published online and yet to be allocated to a specific issue).

Total number of Content Alert subscribers (eTOC alerts) 16,015 (July 2020)

Advertising

Place your advertising message within the renowned environment of **Angewandte Chemie**. Additional options such as geo-targeting or frequency capping allow you to reach your audience with minor circulation waste.

Average number of Ad Impressions available per month: 2.9 million



Cost and Technical Details

Leaderboard 728 x 90 pixel	Price in € CPM
Angewandte global	69
Angewandte incl. geo-targeting	79
Rectangle 300 x 250 pixel	
Angewandte global	89
Angewandte incl. geo-targeting	99
Angewandte Content Alert (Cost per 1,000 subscribers)	410

Possible file format: Flash, JPEG, GIF, Third Party Tags

Max. file size: 200 kb

Landing page: please specify the exact URL to which the banner ad should link.
Exception Flash banners: please provide an additional banner ad (GIF or JPG) since not all systems support Flash.

Exception Content Alert: only static banner ads, no animated GIF and no Flash.

Please provide the requested files by e-mail to your media account who will take care of all further steps.

Digital Advertising



ChemistryViews.org is the ideal platform to address international scientists in the field of chemistry. As the scientific e-magazine of the Chemistry Europe, which unites 16 European chemical societies, *ChemistryViews* provides daily updated news from science, industry, as well as exclusive specialist articles by well-known authors. In addition, with learning content and tips and tricks, *ChemistryViews* provides specific solutions for day-to-day laboratory work. Due to the close ties with the peer-reviewed journal "Angewandte Chemie", you benefit from interlinking the reader structure and the high impact factor of the journal.

On average we register 82,880 visits and 112,520 page impressions per month on *ChemistryViews*.

www.chemistryviews.org

Full Banner

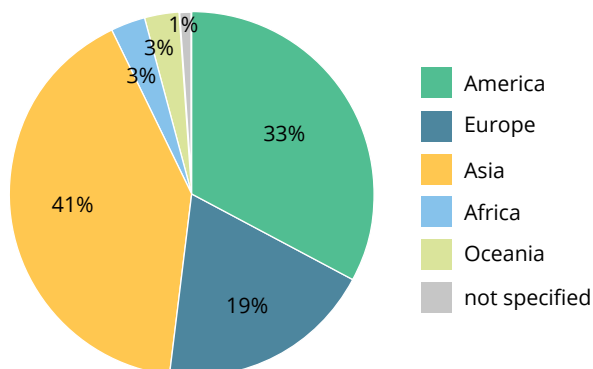
Skyscraper

Button

Featured Whitepaper

The screenshot shows the ChemistryViews website homepage. At the top, there is a navigation bar with categories like Home, ChemViews Magazine, Inorganic, Organic, Physical, Analytical, Bio, and Industrial. Below this, there are several content blocks: a 'Full Banner' for 'Upgrade ANY LC system to an LC/MS', a 'Skyscraper' for 'View all Chemistry Views content in a theme...' with sub-categories like Nanotechnology, Water, Catalysts, etc., 'Latest News' with articles like 'Smallest Possible Ice Crystal', 'New Route to Sulfur-Doped Carbon Composites', and 'Joint Research Laboratory for Graphene', a 'Most Viewed in 2011' section, 'Microwaves in Organic Synthesis' book review, 'Tip and Tricks for the Lab: Growing Crystals Part 1' education article, and 'The Expert for Metering Technology and Water Treatment' advertisement. There are also sections for 'Awards Accepting Nominations' and 'Funding Information'.

Geographical Split



Field of activity of the users of *ChemistryViews.org*

68% Analytical Chemistry, Organic Chemistry, Inorganic chemistry, Physical Chemistry	17% Biochemistry
	15% Chemical Engineering / Biotechnology

Field of interest of the users of *ChemistryViews.org*

25% Nanotechnology	19% Pharma / Healthcare
18% Energy	14% Water
12% Food	12% Sustainability

Digital Advertising

Newsletter

In our weekly and monthly Newsletter we compile overviews of the most relevant developments for our readers. Users can decide whether they prefer themed newsletters with dedicated content from special fields such as Nanotechnology, Pharma / Healthcare or Organics, or a sector newsletter with content from all relevant disciplines. The average opening rate of 30% highlights the relevance of the content.

Advertising options, prices and technical details

Advertising options, prices and technical details		Price €
Full Banner (468 x 60px)	Portal	955 per month
Full Banner (468 x 60px)	Themed Newsletter – monthly: Organic – 9,285 recipients* Nanotechnology – 8,764 recipients* Pharma/Healthcare – 7,058 recipients* Catalysis – 3,204 recipients*	1,385 per month
Full Banner (468 x 60px)	Sector Newsletter – weekly 10,240 recipients*	1,385 per mailing
Skyscraper Banner (120 x 600px)	Portal	1,395 per month
Button (120 x 60px)	Portal	300 per month
Advertorial	Sector Newsletter – monthly 14,594 recipients*	1,895 per month
Featured Whitepaper	Portal: period 6 months incl. a teaser for 1 month on the landing page (teaser text, product picture, contact details for leadgeneration, download of the PDF)	1,075
Featured Webcast	Portal: period 6 months incl. a teaser for 1 month on the landing page (teaser text, product picture, contact details for leadgeneration)	1,075

Max. file size for all files: 200 kb

Files: GIF or JPEG, Flash (swf), 3rd party tags (preferred html/javascript code)

*As of July 2020

The screenshot displays the ChemistryViews website interface. At the top, it features the ChemistryViews logo and navigation links for WILEY-VCH and ChemPubSoc Europe. The main content area is divided into several sections:

- Sponsor's Message:** A featured article by Professor Gerhard Gottschalk discussing bacteria's role in bioenergy, and Professor Javier Garcia-Martinez reporting on the first successful commercial scale manufacture of a zeolite.
- Spotlight:** 4th EuChemS Chemistry Congress in Prague, highlighting its success and theme of chemistry for a sustainable world.
- Interview:** BIOCORE – Speaking With Consortium Partners, featuring Michael O'Donohue and Jean-Luc Dubois.
- Quiz:** QuizGames: Guess the Chemist (3), a challenge to identify scientists from descriptions.
- Industry Roundup:** Top Ten Chemical Companies in 2011, showing worldwide growth and sales figures.
- Research Highlight:** Closing the Gap in Spin Calculations for Open Shell Systems, discussing theoretical foundations of Spin-DFT.
- Comic:** Wonderlab Comic – Secret Second Life, a humorous take on laboratory equipment.
- Focus:** Chemical Production in Compliance with Torah and the Koran: Part 1, exploring the interface between chemistry and religion.
- Interview:** Are Microbes the Future of Bioenergy? – Interview with Gerhard Gottschalk, discussing his views on bacteria's role in bioenergy.
- Noteworthy:** Sunshine and Moonwalk, discussing the classic Moonwalk arylation and its improvement by irradiation.
- Noteworthy:** Ceri-ously Simple, reporting on organocellulose reagents for transforming unreactive amides.

Below the main content, there are sections for **News more >** (Hierarchical Zeolites, Limonoid Extracts, Lanthanoid Single-Ion Magnets), **Videos more >** (Sason Shaik on the Motivation Behind his Research), **Education more >** (Tips and Tricks for the Lab: Growing Crystals Part 1), and **Events more >** (110th National Meeting of the Korean Chemical Society, International Scientific Forum on CO₂ Chemistry and Biochemistry).

General Terms and Conditions for Advertisements, Supplements, Digital Advertising

1. These General Terms and Conditions shall apply to all contracts (hereinafter referred to as "orders") relating to the publication of one or several adverts of one advertiser (hereinafter: "client") in the magazines of Wiley-VCH GmbH (hereinafter: "publisher") for the purpose of dissemination and relating to the placement of online advertising on the publisher's websites. They shall also apply to orders for third-party supplements in the magazines published by the publisher. The client acknowledges these General Terms and Conditions upon placing an order.

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

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

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

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

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

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

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

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

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

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

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

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

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

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

(2) Claims for damages on account of death, injuries or adverse health effects as well as claims for damages caused by a violation of essential contractual obligations shall be exempt from the liability exclusion in paragraph 1. Essential contractual obligations shall mean obligations, the fulfilment of which is necessary in order to achieve the objectives of the contract. Liability for damages caused by intentional or grossly negligent breaches of obligations on the part of the publisher, his legal representatives or vicarious agents shall also be exempt from the liability exclusion.

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

15. Sample print-outs will only be provided where specifically requested. The client shall be responsible for the correctness of the returned samples. The publisher shall observe all error corrections made known to it within the period specified upon sending the sample. Should the client fail to return within the specified period a sample sent on time by the publisher, approval for print shall be deemed to have been given.

16. Unless any specific sizing requirements have been given, the amount to be charged shall be calculated based on the print size that is normal for the type of advert.

17. The client avouches that he is the unconditional owner of all rights of use to the advertising material necessary for publication and distribution. In this respect he indemnifies the publisher from all claims by third parties, and grants the publisher the rights of usage necessary for publication of the advertising material.

18. The client avouches that he is entitled to set the hyperlinks connected to the online advertising. The client furthermore affirms that he will abide by the applicable data privacy legislation – in particular of the Federal and the Teleservices Data Protection Act – and also impose such a responsibility on their employees. Should the client use special techniques such as cookies or tracking pixels to obtain or collect data from the insertion of advertising material in the online offering of the publisher, the client also affirms that they will abide by the precepts of the German Telemedia Act (TMG) and/or of the Interstate Broadcasting Treaty (RfStV) as well as the Federal Data Protection Act (BDSG) in the collection, processing and use of personal data.

19. Should the client fail to pay in advance, the invoice shall be sent immediately or within a maximum of fourteen days after publication of the advert. The invoice must be paid within the period given in the price list, starting from the date of receipt of invoice, unless a different payment period has been agreed in individual cases.

20. In the event of a delay or deferral in payment, interest and recovery costs shall be added to the amount due. In the case of payment delay, the publisher may withhold further publication under the order concerned until payment is made and demand advance payments for the remaining adverts. Where there is established doubt over the client's ability to pay, the publisher shall be entitled, even during the duration of an advertising contract, to make the publication of further adverts dependent on the prepayment of the sum due and the settlement of outstanding invoices, regardless of the payment terms originally agreed.

21. The publisher shall provide, a copy of the advert along with the invoice. Depending on the type and scope of advertising contract, advert extracts, record pages or full record numbers will be provided. If a record can no longer be created, it will be replaced with a legally binding certification from the publisher of the publication and distribution of the advert.

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

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

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

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

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

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

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