

# WILEY



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## 2024 Media Guide

# GIT SICHERHEIT

Your No. 1 in Safety and Security

Management | Security | IT-Security  
Fire Protection | Safety

[www.git-sicherheit.de](http://www.git-sicherheit.de)



## WILEY

Industry  
Talks

# GIT SICHERHEIT

*GIT SICHERHEIT magazine reaches all decision makers involved in investing – 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 about market news, products, companies, applications and trends.*

*With 25,000 printed copies (IVW-audited) GIT SICHERHEIT is the magazine with the highest circulation in the target markets of Germany, Austria and Switzerland. The outstanding high market penetration and exceptional editorial quality are combined with a big variety of online information services: The Business Web GIT-SICHERHEIT.de and the product platform PRO-4-PRO.com make GIT SICHERHEIT the # 1 publication.*

*With the virtual Wiley Industry Talks GIT SICHERHEIT also offers a digital event platform for a cross-industry exchange on safety and security issues.*

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## Overview

**Publication Frequency**  
monthly, incl. 2 double issues, thereof 1 annual GIT Special Issue PRO-4-PRO

**Volume**  
33<sup>rd</sup> year 2024

**Print Run**  
25,000 (Q2/23)  
see [www.ivw.de](http://www.ivw.de)



**Membership**  
IVW

**Publishing Directors**  
Steffen Ebert

**Commercial Manager**  
Jörg Wüllner

**Advertising Manager**  
Miryam Reubold

**Advertising Administration**  
Claudia Vogel


**Subscription**  
€ 122.30 (+ VAT) per year  
Print incl. digital issue as ePaper or PDF; same price for "print only" and "digital only" incl. annual GIT Special Issue PRO-4-PRO (published as GIT SICHERHEIT No. 7-8)

**Single Copy Rate**  
€ 17.00 (+ VAT, + Postage)  
Subscription for Students 50% discount

**ISSN**  
0948-9487

**Format of the magazine**  
DIN A4, 210 x 297 mm

# Analysis

Copies per Issue (IVW Q2/2021) 	Copies
Print run	25.000
Circulated copies	24,379
Controlled circulation	20,466
Sold incl. Subscription	3,913
Trade shows, archive, specimens	621

Position in the Company / Organisation	%	Copies Ø
CEO/Director/Owner	24 %	4,680
Managing security/safety and/or fire officer	24 %	4,680
Head of department / Purchasing / Project leader	18 %	3,510
IT / DP Manager	12 %	2,340
Works Manager / Production Manager	9 %	1,755
Technical Manager	8 %	1,560
Sales Manager / Product Manager / Marketing	5 %	975

Controlled circulation, The variation to 100 % of circulated copies was statistically calculated, Employees with decision influence are included as management, Copies per issue/average, Approximate data, Basis: Shipping data 2020 – projected to 2021,

Branches	%	Copies Ø	Recipients in the GIT security database
Processing industries, machine and system builders <sup>1</sup>	29 %	5,655	ca. 43,250
Service providers in the security industry <sup>2</sup>	29 %	5,655	ca. 12,700
Wholesale and retail	7 %	1,365	ca. 2,250
Transport and logistics	7 %	1,365	ca. 2,400
Public sector, government offices and fire service	4 %	780	ca. 1,950
Information technology, data processing and telecommunication	4 %	780	ca. 3,000
Credit and insurance industry	4 %	780	ca. 1,950
Leisure and tourism, health industry	4 %	780	ca. 6,000
Production industry	3 %	585	ca. 2,450
Transport and passenger transport (air, water, land)	3 %	585	ca. 9,500
Suppliers	2 %	390	ca. 1,150
General commercial, public and personal service providers	2 %	390	ca. 2,800
Others	1 %	195	ca. 1.350
<b>Totals</b>	<b>100 %</b>	<b>Ø ca. 19,500</b> <b>+ e-Issue: ca. 6,000</b>	<b>ca. 90,750</b>

Based on classification of the Statistischen Bundesamtes (National Statistics Office) and classification WZ Wiley. All values are average values, rounded to the nearest percent. Copies per issue/average. Basis: Shipping data 2020 – projected to 2024.



*GIT SICHERHEIT is important for me, because it offers a good overview of all relevant safety and security topics*



Frank Ewald, Senior Vice President  
Corporate Security & Crisis Management  
at DHL Group

Reach Print + Online 2021	Copies
<b>Digital/Social Media*</b>	<b>25,859</b>
Xing	4,443
LinkedIn	18,420
Twitter	2,164
Newsletter (DOI**)	5,469
Facebook	824
<b>GIT-SICHERHEIT.de***</b>	<b>Ø 23,213</b>
<b>Total monthly reach</b>	<b>49,072</b>

\* Sums: Contacts of the editorial staff, 09/2020

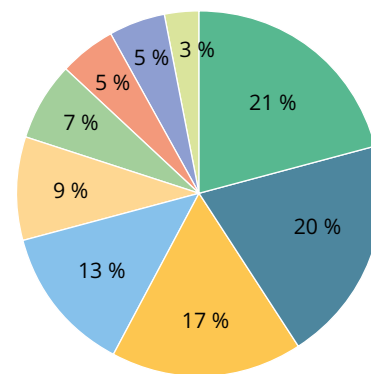
\*\* DOI = Double Opt-In: Our publishing house only dispatches in accordance with DSGVO / GDPR; Since each of our recipients personally sign up for our newsletter in accordance with data protection regulations, the newsletters have an opening rate > 55 percent

\*\*\* Unique Visitors per month

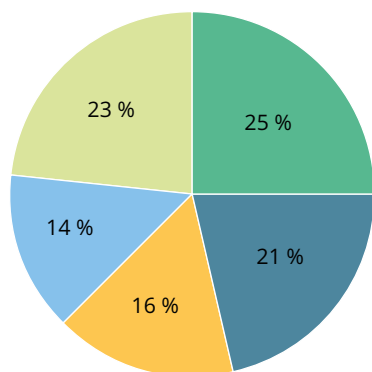
# Analysis

<sup>1</sup> Processing Industries, Machine and System Builders	%	Copies Ø
Machine and system builders, general	21 %	1,188
Electronics and electrical technology	20 %	1,131
Chemical and pharmaceuticals	17 %	961
Automobiles and suppliers	13 %	735
Measurement, controls, precision apparatus	9 %	509
Food and luxury foodstuffs	7 %	396
Automation and robotics	5 %	283
Printing and paper, packaging	5 %	283
Plastics and mineral oil industry	3 %	170
<b>Totals</b>	<b>100 %</b>	<b>ca. 5,655</b>

Based on classification of the Statistischen Bundesamtes (National Statistics Office) and classification WZ Wiley. All values are average values, rounded to the nearest percent. Copies per issue/average. Basis: Shipping data 2023 – projected to 2024.



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



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

<sup>2</sup> Service Providers in the Security Industry	%	Copies Ø
Constructors and installers	25 %	1,414
System integrators and system houses, incl. manufacturers	21 %	1,188
Dealers and distributors	16 %	905
Planners, architects and consultants	14 %	792
Security service providers incl. firefighters	23 %	1,301
<b>Totals</b>	<b>100 %</b>	<b>ca. 5,655</b>

Based on classification of the Statistischen Bundesamtes (National Statistics Office) and classification WZ Wiley. All values are average values, rounded to the nearest percent. Copies per issue/average. Basis: Shipping data 2020 – projected to 2021.



*Die GIT SICHERHEIT ist für mich wichtig, weil ich ständig einen qualifizierten Gesamtüberblick zum Thema Sicherheit brauche!“*



**Dirk Aschenbrenner**  
Direktor der Feuerwehr Dortmund,  
Präsident der vfdb



*Die GIT SICHERHEIT ist für mich wichtig, weil ich dadurch neue Trends und Informationen aus dem Bereich Sicherheit erfahre.*



**Enno Münster, Head of Occupational Safety, Integrated Management System Functions & Security bei DB Fernverkehr AG**



# Analysis

## 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:

Recipient structure of an average edition according to sale format:

- Constant controlled circulation ø 58 %
- Variable controlled circulation ø 27 %
- Individual sale/Subscription ø 15 %

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### Actual distributed editions (ADE) 24,379

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- Nationally 23,315
- Internationally 1,064
  - (Austria: ø 42 %)
  - (Switzerland: ø 37 %)
  - (other countries: ø 21 %)

### 4. Population (surveyed portion)

Print run 2020 25,000 = 100 %  
of which not included in the survey:  
- archive and specimens 621 = 2.5 %  
The survey represents  
of the total circulation 24,517 = 98 %

### 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 and Wiley Corporate Solutions database

### 7. Definition of the reader: not applicable

### 8. Fluctuation margin: not applicable

### 9. Survey carried out by: Publisher, July 2023



*GIT SICHERHEIT is important to me because it is a great format in which current safety and security topics and developments are communicated through both technical articles and interviews.*

Julia Vincke,  
Vice President Security BASF Group



*GIT SICHERHEIT is important to me because it corresponds to my idea of a holistic view of security and safety.*

Johannes Strümpfel, Vorstandsvorsitzender des Bayerischen Verbands für Sicherheit in der Wirtschaft (BVSU), Sicherheitschef Siemens AG



## Prices & Formats

Advertisements	width/height (mm)	Price in €
1/1 Page	210 x 297*	9,425
1/2 Page portrait	90 x 260	5,460
1/2 Page landscape	185 x 128	5,460
Juniorpage	137 x 190	6,005
1/3 Page portrait	58 x 260	3,745
1/3 Page landscape	185 x 85	3,745
1/4 Page classic	90 x 128	2,950
1/4 Page portrait	43 x 260	2,950
1/4 Page landscape	185 x 63	2,950
1/8 Page classic	90 x 63	1,910
1/8 Page landscape	185 x 30	1,910
Job Advertisements	25 % discount on standard advertisements	

Preferred Positions		Price in €
Title Page + Story <sup>1</sup>	213 x 303	11,450
Inside front/back page <sup>1</sup>	210 x 297* flap: 5,250	9,620
Back page <sup>1</sup>	210 x 297*	9,740
Ad at contents	400 x 30	3,060
Belly Band	450 x max. 100	9,920
Title corner	73 x 51 x 51*	3,280
Strip ad on cover	210 x 10	4,020
Postcards <sup>2</sup>		130
Inner cover		4,780

\*plus 3 mm overlap on all sides

### Advertorials in PRO-4-PRO

Partial title	50 x 33 mm	2,890
Inner cover	PR-Text, Pictures, Logo	4,905
1/1 Page	PR-Text, Pictures, Logo	4,290
1/2 Page	PR-Text, Pictures, Logo	2,150
1/4 Page	PR-Text, Pictures, Logo	1,105

#### Terms of Payment:

Payment within 30 days without deduction.

#### Bank details:

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

VAT-Id.No.: DE136766623

Tax No.: 47020/29082

All prices are subject to the statutory VAT.

The new price list comes into effect on 1 October 2023 and supersedes all previous price lists.

Loose inserts <sup>3</sup>	weight	Price in €
	up to 25 g	310
	up to 50 g	405

Bound-in inserts*	width / height (mm)	Price in €
2-page A4*	210 x 297	7,725

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



#### Company Channel & Channel Content Service at GIT-SICHERHEIT.de

- incl. logo promotion and back link
- incl. promotion at **GIT Business Partner digital, printed and e-edition**
- incl. Channel Content Service: Publication of your your press and product releases in your own company channel - parallel to the print publication

**2,250 Euro per year**

#### Company Channel & Content Service Price €\*

6 month / per month: 235

12 month / per month: 225

\* until further notice, price per publication

#### Reprints

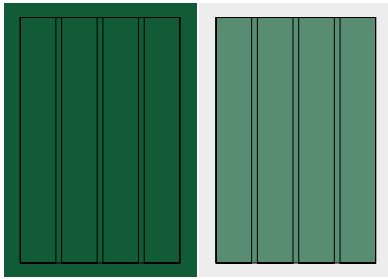
We would be pleased to provide you with the PDF file of your article for a nominal charge for your internet presence **300 €** (plus VAT). A printable PDF is available at a price of **980 €** (plus VAT).

#### Contact:

Miryam Reubold, +49 (0) 6201 606 127  
miryam.reubold@wiley.com

- 1 Cancellation only possible up to 8 weeks before advertising deadline. Title page: the picture must be coordinated with publisher in advance and Wiley-VCH GmbH has exclusive rights of it for 6 months.
- 2 Postcards: 130 €, Costs per thousand, affixed to a particular page on advertisement or bound-in insert + insertion costs
- 3 Costs per thousand - including postage; no discount for loose inserts, sample must be sent before order can be accepted.

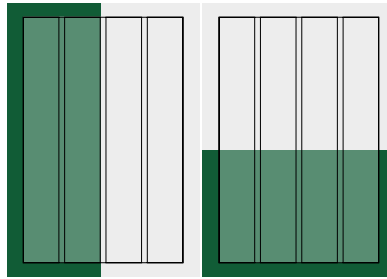
# Formats



**1/1** Page  
Type Area/Bleed Size

**Type Area:**  
185 x 260 mm

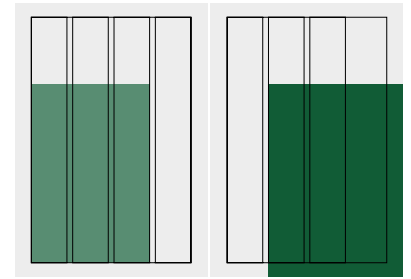
**Bleed Size:**  
210 x 297 mm



**1/2** Page  
Type Area/Bleed Size

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

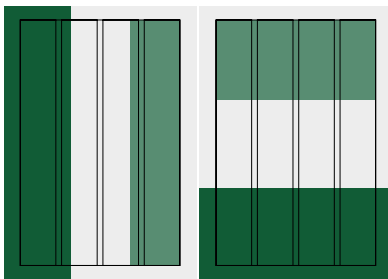
**Bleed Size:**  
portrait: 102 x 297 mm  
landscape: 210 x 147 mm



**Juniorpage**

**Type Area:**  
137 x 190 mm

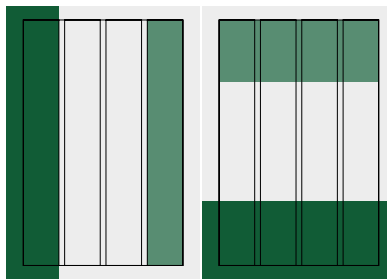
**Bleed Size:**  
147 x 209 mm



**1/3** Page  
Type Area/Bleed Size

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

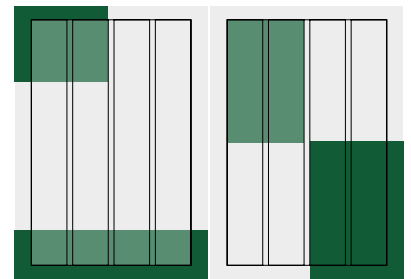
**Bleed Size:**  
portrait: 70 x 297 mm  
landscape: 210 x 104 mm



**1/4** Page  
Type Area/Bleed Size

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

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



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

**Type Area:**  
classic: 90 x 128 mm

**Bleed Size:**  
classic: 102 x 147 mm

**Type Area:**  
classic: 90 x 63 mm  
landscape: 185 x 30 mm

**Bleed Size:**  
classic: 102 x 82 mm  
landscape: 210 x 49 mm

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

# Technical Specifications

## Magazine format

210 x 297 mm (width x height), A4 size  
 185 x 260 mm (width x height), print space  
 Number of columns: 3; column width 58 mm or  
 Number of columns: 4, column width 43 mm

## Print and binding methods

Sheet offset, adhesive binding

## Colours

Euro scale

## Screen ruling

70 ruling  
 Print profile: ISO Coated\_v2\_300 (39L)

## Loose inserts

Minimum insert size: 105 x 148 mm (w x h)  
 Maximum insert size: 200 x 287 mm (w x h),  
 the back fold must be on the long side (287 mm)  
 Minimum weight for single-sheets inserts: 150 g/m<sup>2</sup>

## Delivery of loose inserts

Delivery quantity: **20,200 copies**

## Delivery of bound-in inserts

Delivery quantity: **20,500 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, we require a resolution of at least 250 dpi.
4. Do not compress JPG files too strongly, or this will lead to visible loss of image quality. Use the "maximum" or "high" quality gradings.

## To avoid errors, please observe the following:

Send all text to be used and associated files together. Attach a hard copy/print-out to the layout check. Ensure that no RGB colours are used in any files, including the associated files. For files from programmes not intended for the creation of printed documents (e.g. Word, Excel, Powerpoint), the files must always be converted. This means inevitable changes in data and considerable additional work, which we have to add to your invoice.

## Transmission options

by e-mail to [claudia.vogel@wiley.com](mailto:claudia.vogel@wiley.com)



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



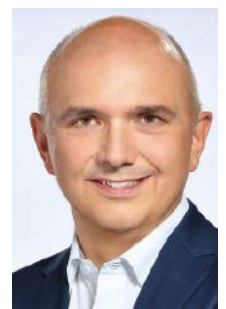
*Die GIT SICHERHEIT ist für mich wichtig, weil dort interessante und hochkarätige Fachbeiträge und Praxisberichte zu finden sind.“*



Sascha Puppel, Geschäftsführender Gesellschafter der Sachverständigen- und Planungsbüro Sascha Puppel, Erkelenz



*GIT SICHERHEIT is important for me because it is simply the standard reading for safety and security technology*



Heiko Winkler, Leiter Konzernfunktion Security der Zeiss Gruppe



# Dates & Contents

ISSUES	1/2 January/February	3 March	4 April	5 May	6 June
Publishing Date	05.02.2024	04.03.2024	11.04.2024	13.05.2024	10.06.2024
Advertising Deadline	17.01.2024	15.02.2024	25.03.2024	25.04.2024	22.05.2024
Editorial Deadline	20.12.2023	18.01.2024	26.02.2024	28.03.2024	24.04.2024
GIT-SICHERHEIT.de Newsletter	23. January (1) 20. February (2)	12. March (3) 26. March (4)	3. April (5) 16. April (6)	7. May (7) 28. May (8)	4. June (9) 18. June (10)
Special Newsletter_ "New e-Paper released"	6. February (19)	5. March (20)	11. April (21)	14. May (22)	11. June (23)
		<b>Journal in Journal:</b> Kritis	<b>Journal in Journal:</b> Machine and Plant Safety	<b>Journal in Journal:</b> Access Control	<b>Journal in Journal:</b> Fire Protection

<p><b>WILEY</b>   Industry Talks</p>	<p>Become a partner <b>NOW</b> and book a talk topic</p>	<p><b>Virtual Event April 2024</b> Fire protection/ Hazardous substances</p>	<p><b>Virtual Event May 2024</b> Safety/ Industrial Security</p>	<p><b>Virtual Event June 2024</b> Video Security</p>
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TOPICS	Latest Trends, Products and Applications Complement the Editorial Schedule of Each Issue				
• News	■	■	■	■	■
• Security Services • System Integration	■	■		■	
• Intrusion • Perimeter Protection · Alarm	■	■		■	
• Building Security	■	■	■		■
• Video Surveillance • Video Security	■	■	■	■	■
• Identification • Communication		■	■	■	
• Access Control • Time & Attendance	■	■	■	■	■
• Cyber Security · IT-Security	■		■		■
• Fire Protection	■	■	■	■	■
• Hazardous Substances • Gas Detection		■	■		■
• Safety At Work • Personal Protective Equipment • Climbing Protection	■	■		■	
• Secure Automation • Machine and System Safety	■	■	■	■	■
<b>Additional Application Reports from all sections</b>	Safety and Security for • Connected Buildings • Data Centres • Health Care	Safety and Security for • Retail • Public Areas • Logistics	Safety and Security for • Energy Sector • Schools & Culture • Manufacturing and Industry	Safety and Security for • Industry and Plants • Airports and Stations • Chemicals, Pharma	Safety and Security for • Hotel and Leisure • Transport, Logistics • Retail


TRADE SHOW EDITION TO	17./18.01.2024	03.-08.03.2024	22.-26.04.2024	13.-17.05.2024	10.-14.06.2024
<p><b>GIT SICHERHEIT AWARD</b> sicherheit-award.de Submit products by 31<sup>st</sup></p>	All About Automation, Hamburg, Germany	Light + Building/ Intersec Building Frankfurt, Germany	Hannover Messe Hanover, Germany	Ifat Munich, Germany	Achema Frankfurt, Germany
		All About Automation, Friedrichshafen, Germany	Automatisierungstreff Heilbronn, Germany	All About Automation Heilbronn, Germany	All About Automation Straubing, Germany
		Logimat Stuttgart, Germany	BHE-Fachkongress Video/Zutritt 23./24.04.2024	Empack Dortmund, Germany	Feuertrutz Nuremberg, Germany
		Fensterbau Frontale Nuremberg, Germany			SicherheitsExpo Munich, Germany
				<p><b>GIT SICHERHEIT AWARD</b></p> <p>Presentation of the finalists in June issue</p>	

# Dates & Contents

ISSUES	7/8 July/August	9 September	10 October	11 November	12 December
Publishing Date	05.08.2024	05.09.2024	07.10.2024	01.11.2024	02.12.2024
Advertising Deadline	15.07. (Ads) 01.07. (PR, Advertorials)	19.08.2024	19.09.2024	14.10.2024	14.11.2024
Editorial Deadline	17.06.2024	22.07.2024	22.08.2024	16.09.2024	17.10.2024
GIT-SICHERHEIT.de Newsletter	2. July (11)	10. September (12) 24. September (13)	15. October (14) 29. October (15)	5. November (16) 19. November (17)	10. December (18)
Special Newsletter_ "New e-Paper released"	6. August (24)	5. September (25)	8. October (26)	4. November (27)	3. December (28)
	With Lead-Generation-Tools on PRO-4-PRO.com	Journal in Journal Video	Journal in Journal Safety at Work	Journal in Journal Machine and Plant Safety	Journal in Journal Access, Intrusion / Perimeter Protection

<b>WILEY   Industry Talks</b>	<b>Virtual Event September 2024 Access</b>	<b>Virtual Event October 2024 Perimeter Protection</b>	<b>Virtual Event November 2024 Kritis</b>	<b>Become a partner NOW and book a talk topic</b>
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TOPICS	Latest Trends, Products and Applications Complement the Editorial Schedule of Each Issue				
• News	■	■	■	■	■
• Security Services • System Integration	■	■	■		■
• Intrusion • Perimeter Protection · Alarm	■		■		■
• Building Security	■	■	■		■
• Video Surveillance • Video Security	■	■	■	■	■
• Identification • Communication	■	■	■		■
• Access Control • Time & Attendance	■	■	■	■	■
• Cyber Security · IT-Security	■	■	■		■
• Fire Protection	■	■	■	■	■
• Hazardous Substances • Gas Detection	■			■	■
• Safety At Work • Personal Protective Equipment • Climbing Protection	■	■	■	■	■
• Secure Automation • Machine and System Safety	■	■	■	■	■
<b>Additional Application Reports from all sections</b>	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	<b>Safety and Security for</b> • Industry • Storage, Logistics • Sport, Culture and Tourism	<b>Safety and Security for</b> • Transport and Traffic • Public Areas • Office Facilities	<b>Safety and Security for</b> • Industry and Plants • Airports and Stations • Health Care	<b>Safety and Security for</b> • Energy and Utilities • Automotive Industry • Railways and Airports

<b>TRADE SHOW EDITION TO</b>		<b>Security</b> Essen, Germany 17.-20.09.2024	<b>Motek</b> Stuttgart, Germany 08.-11.10.2024	<b>Arbeitsschutz aktuell</b> Stuttgart, Germany 05.-07.11.2024	<b>Ifsec</b> London, UK 02.-04.12.2024
		<b>All About Automation</b> Chemnitz, Germany 18./19.09.2024	<b>Itsa</b> Nuremberg, Germany Oktober 2024	<b>SPS</b> Nuremberg, Germany 12.-14.11.2024	<b>VdS-Brandschutztage</b> Cologne, Germany Dezember 2024
		<b>Fachpack</b> Nuremberg, Germany 24.-26.09.2024			<b>Bau</b> Munich, Germany 13.-19.01.2025
		<b>Innotrans</b> Berlin, Germany 24.-27.09.2024			<b>Perimeter Protection</b> Nuremberg, Germany 14.-16.01.2025
		<b>All About Automation</b> Düsseldorf, Germany 01./02.10.2024			

# GIT Special Edition PRO-4-PRO



Sustainable presence can be so easy – with a **product and/or company profile** in our GIT special edition **PRO-4-PRO**. The reference book with a **circulation of 25,000 copies** is published once a year with the top players from the **automation, security and machine vision industries**.

As a joint publication of the trade journals GIT SICHERHEIT, messtec drives Automation and inspect - World of Vision, the publication is also designed for relevant industry events. For you, this means a **distribution beyond the usual circle of recipients**.

In addition, your product and/or company portrait will also be represented for a whole year on the industry platform PRO-4-PRO.com. The print edition presents detailed and clearly arranged system, performance and company

portraits as well as products and applications from the above-mentioned industries. The publication is rounded off with overview and basic contributions from the fields of automation, safety and image processing. Qualified enquiries from decision-makers demonstrably meet the suppliers who present themselves in and on PRO-4-PRO.com via the print/online combination.

**Combine! Print + Online**

## Product portfolios & company profiles

1/2 Seite Firmenprofil



1/1 Seite Firmenprofil



### Dates

Publication date	05.08.2024
Advertising deadline (PR)	01.07.2024
Advertising deadline (classic)	15.07.2024
Editorial deadline	17.06.2024

**Advertorial Examples:** We will design it for you – just send us your material by 01.07.2024 at the latest.

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



### Advertorials

SIZE	2/1 PAGE	1/1 PAGE	1/2 PAGE	1/4 PAGE
PRICE 4C (€)*	8,475	4,290	2,150	1,105

**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)	4,905 €
Partial Title (4c picture on title page or outside back + 1/2 page advertorial 4c + picture in "contents"); you can book more PR additionally	2,890 €

\* Our service includes one PDF correction run. Only from the second PDF on there will be charged 45 € per PDF as handling fee.

## Content | Leads | Presence

**ONLINE  
ONLY**

Live & On-Demand

### ► Your appearance

- Your products & services as a web presentation (25 minutes incl. Q&A session)
- Participation in topic talk and/or panel discussion
- As a pre-recording and/or live

### ► Our services

- Topic identification & panel setting
- Moderation: Wiley, GIT
- Q&A Session
- Live and On-Demand Hosting for lead generation also in the follow-up
- Lead transmission

### ► Your perfect marketing mix for lead generation!

- Leads of the participants
- Your ad as 1/2 page in print and digital edition
- Promotion of your company (with logo) on all Wiley and GIT promotional materials and channels
- Exclusive coverage (print & online) in GIT SICHERHEIT and/or GIT SECURITY
- Full banner in the special newsletter to the Wiley Industry Talks
- Promotion of your content before, during and after the talk via Social Media (e. g. LinkedIn)

### ► Topics & dates

- Wiley Industry Talk **Perimeter protection** (October 2023)
- Wiley Industry Talk **KRITIS – Critical Infrastructure** (November 2023)
- Wiley Industry Talk **Fire Protection/ Hazardous Materials** (April 2024)
- Wiley Industry Talk **Access** (September 2024)
- Wiley Industry Talk **Safety: Industrial Security (Tamper Protection/Cyber) | Machine Protection** (May 2024)

**Complete flat rate: 6,900 €**

## Contact us!



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# GIT Digital Platforms: [www.git-sicherheit.de](http://www.git-sicherheit.de)

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

### Online-Advertisement

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

Leaderboard	728 x 90 Pixel	€ 1,490 / month, run of site*
Wide Skyscraper**	160 x 600 Pixel	€ 1,380 / month, run of site*
Medium Rectangle	300 x 250 Pixel	€ 1,270 / month, run of site*

\* "run of site" means that the ad placements may appear on any page of the target site. They will be shown randomly in a rotating scheme by each new page impression (maximum of four banners at one position).

\*\*the mobile optimized version requires an additional Medium Rectangle format

### Top Feature

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

**Scope of Service:** Picture (476 x 315 px, Format 1,5:1), Headline, Intro on landing page (150 letters), Detailed Text (up to 4,000 characters recommended), 1-4 Images, Contact Information

**Running Time:** 2 weeks prominent as a Top Feature Story. Additionally, your highlight remains for a total of six months in the portal's database **\*€ 1,580**

**Combo offer:** Feature on Portal + Newsletter **€ 2,650**

\*in a rotation scheme with five other Top Feature Stories. Text is subject to editorial criteria.

### Whitepaper | Application Note

**Scope of Service:**

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

### Webcast | Video

**Scope of Service:**

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

### Accesses to the website

(Plausible Analytics, Google Analytics)

Page Impressions/Month	52,075
Visits/Month	23,213

MV = Mean values from the 1st half of 2022

### Optimal advertising push

1. Portal
2. Newsletter
3. e-issue
4. Print issue
5. Social Media

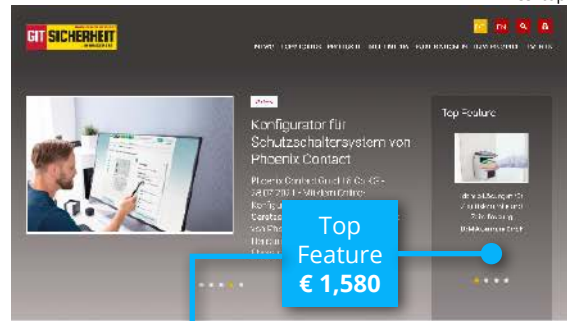
### TOOL BOX

- Content Feature Banner
- Advertisement Advertorial
- Inner cover
- Top Story



### Fragen Sie nach unseren Komplett-Paketen!

Desktop



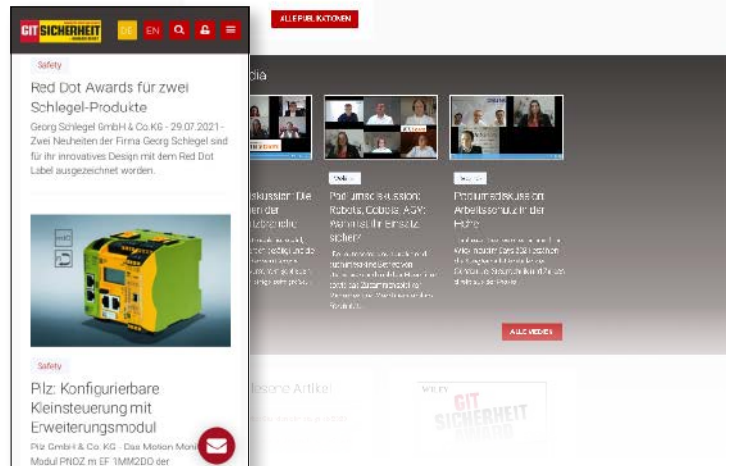
Leaderboard  
€ 1,490

Wide Skyscraper  
€ 1,380

Medium Rectangle  
€ 1,270



Mobile



# Newsletter: [www.git-sicherheit.de](http://www.git-sicherheit.de)

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

## Newsletter: Banner formats & prices

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

Medium Rectangle	300 x 250 Pixel	€ 1,490
Full Banner	468 x 60 Pixel	€ 1,160
Feature Newsletter (Content ad)	Text (up to max. 4,000 characters advisable), headline, intro (150 characters), at least one image (format 1.5:1, at least W x H 476 x 315 px, better 750 x 500 px, max. 250 KB), three additional images possible (format see above), Contact information	€ 1,350
<b>Combo offer:</b> Top Feature on website + newsletter		€ 2,650
<b>Event announcement:</b> name and date 50 characters, call-to-action 70 characters, graphic 476 x 315 pixels, external link		€ 490
<b>Job advertisement:</b> description of position 50 characters, call-to-action 70 characters, graphic 476 x 315 pixels, external link		€ 550
<b>Content Ad direct:</b> Teaser direkt zu Ihnen verlinkt !!!!!!!!!!!!!!!!!!!!!!!		€ 1,350

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

## Newsletter Key Figures 2020/2021

Number of recipients (DOI)	5,469
Open Rate (MV)	26.5%
Click Through Rate (MV)	5.75%

MV = Mean value of 47 newsletters sent out

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

## Banner (Newsletter)

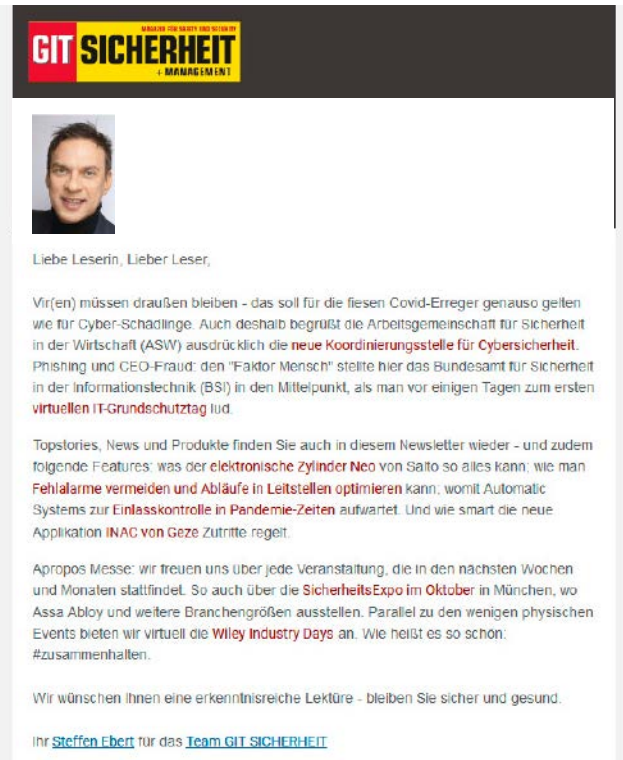
Size of data: max. 200 KB  
Data formats: GIF, JPG, PNG

## Target-website

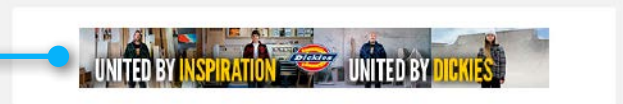
Please give us the exact URL for linking your banner

## Webcast

Data format: any video format is possible  
Youtube or Vimeo link possible.



Medium Rectangle  
€ 1,490



Full Banner  
€ 1,160



Feature  
€ 1,350

Exclusive access to your customers  
**Single Sponsored Newsletter**  
5,935 €

**GIT SICHERHEIT**

# Test · Trial Promotions Overview

1

## Wiley Test & Trials

We provide the large GIT SICHERHEIT community the right overview. Be there when we present the top players from all areas of safety and security in comparison, in tests, or promotion.

### GIT Product Overview

We show your product or service in a large overview with other providers

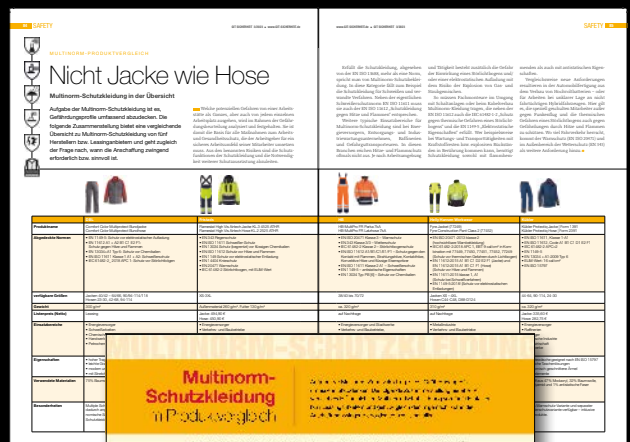
- We show your product or service in a large overview with other providers
- Approx. 10 providers from your segment
- We research comparative data
- We show your product or service in a table as a complete overview and make it available to the GIT community
- Large publication offline/online – in print, digital, as an e-special and social media

Appearance in table	<b>free of charge, at the invitation of the editors</b>
Link (i.e. to your shop)	<b>580 € optional</b>
Advanced Advertorial (Display with image, 1000 characters of text, QR code for further information or purchase option)	<b>1,760 € optional</b>
Plus advertisement	<b>according to price list optional</b>

### GIT Product Overviews Dates

Issue	Topic	Trade show
3/24:	Ladders	Logimat
5/24:	Gas measurement	Ifat
6/24:	Smoke alarm	Feuertrutz
10/24:	Safety shoes	Arbeitsschutz aktuell
12/24:	Helmets and protective clothing	

Further product overviews in preparation and on request



Print ▶



◀ Web



Print ▶



◀ Web

# Wiley Test & Trials

2

## GIT Product Trial

Potential customers get to know your product or service

- We present your product in our media and channels
- We work with you to find 5-10 potential customers
- We organise the dispatch of your product, which is provided free of charge, and request a statement, which we publish after consultation

Complete flat rate - 3,690 €



3

## GIT Reader Test Exclusive

Potential customers test your product or service exclusively

- We present your product or service in a big launch report
- We are looking for a number of testers exclusively for you in the GIT community who will test your product or service
- Up to 5 readers test your product
- We collect the feedback, evaluate it and make it available to you
- We create a summarizing text for publication (approx. 2000 characters) on your and the Wiley GIT Online/ Offline channels

Complete flat rate- 5,490 €



## Option Content Plus

- We will also compile and publish a more detailed test report for you (approx. 2 - 4 pages, 4000 - 8000 characters) and consult with you on its publication
- Publication on all your and the Wiley GIT online/offline channels

Additional flat rate - 1,780 €

## Option Tester Plus

- We search for and supervise up to 10 testers for you

Additional flat rate - 2,140 €



# Wiley Test & Trials

4

## GIT Multi Test

We test your products and systems in comparison with others

- We provide neutral test conditions
- We test your product or service under real, practical conditions
- Approx. 10 providers from one segment
- We compile a complete test report
- Publication in print, digital, as an e-special and social media

Flat rate per supplier – 8,400 €

### GIT System Test Video Analytics

Unabhängiger Test von Videosystemen für den Perimeterschutz



**GIT SECURITY** TEST

**SYSTEM TEST** 04 22

**VIDEO ANALYTICS**

**Unabhängiger Test von Videosystemen für den Perimeterschutz**

**Inhalt**

- Editorial
- Einleitung
- Der Test
- Die Systeme
- Testergebnisse
- Überblick Resultate
- Fazit

★★★★★

Web ▶

Print ▶

## GIT SICHERHEIT AWARD

The GIT SECURITY AWARD (GSA) is the longest established award on the market. Since 2003, the GIT team together with neutral juries – experts from the circle of users, system integrators and associations – have been evaluating and nominating the finalists for a shortlist from all registered products or services. The finalists are presented to the GIT community and the market for voting. Those who receive the most votes will win a place among the first three winners. They receive a trophy and the GSA winner status including logo.

**NEW starting 2024:** We name all nominated finalists. **Detailed descriptions** of the products and their benefits in the usual online and offline editions and channels, **as well as flanking advertising, are available via the GSA Special Promo Package.**

### GSA Service Standard

- List your current company data on the voting page incl. link to your company
- Mention of your company, product name in the print editions, the e-issues and on the online voting page
- GSA logo for use in your advertising
- Advertising in print and online can be booked for a fee

**Free of charge – 0 €**

**WITHOUT**  
Product  
Description

### GSA Special Promo Package

- We list your current company data on the voting page incl. link to your company
- Mention of your company, product name in the print editions, the e-issues and on the online voting page
- GSA logo for use in your advertising
- Publication of a detailed product description in the print and e-issues and on the online voting page
- Correction option for the detailed product description
- Logo of your company on the online voting page
- Online feature promotion in the GIT Newsletter
- Full banner promotion in the GIT Newslette

**Complete flat rate – 2,470 €**

**Incl.**  
Product  
Description and  
**Advertising**

**GIT**  
**SICHERHEIT**  
**AWARD**  
**PROMOTIONS**

WILEY

Native Advertising Plus

Native Advertising Plus

With Native Advertising Plus, you inform readers with original content produced by you or your PR agency. In this way, we increase awareness of the solution you are marketing. If desired, with interaction with the readership and with a call-to-action. The article conveys your industry know-how, establishes experts from your company as thought leaders in the market and has a positive effect on the perception of your brand. The content is integrated in the established look & feel of the magazine's editorial content, both in print and online, and includes the author's name and contact information for feedback and enquiries. Your contribution will be edited and optimised by our editorial team. Pure advertising content will be described neutrally after research, spellings correspond to journalistically correct conventions. (For those who would like to determine the content and spelling themselves at any time, there is the advertorial - see page 6 in these media data).

HEFT IM NEHT... Die Einbindung moderner Endgeräte bringt die Industrie der vollständig digitalen Welt einen Schritt näher. Adressieren die Pepper-People-Media-Boxen Instrumentenkomplexe und die Mitarbeiter des Kunden... (Text continues describing smart glasses and AR applications in industry)

SMARTER ANLAGEN Bionisches Auge Smart Glasses für höhere Sicherheit und Effizienz in der Anlage... Beim Aufbau einer digitalen Infrastruktur für die Industrie 4.0 spielen intelligente Endgeräte wie Smartphones, Tablets und Smart Glasses eine große Rolle. (Text continues describing smart glasses benefits)

SAFE & SECURE AUTOMATION... Die Integration von Automatisierungstechnologien in die Produktion... (Text continues describing automation and security in manufacturing)

Example: double page

Digital Push - Online package can be added

Top Feature Portal (Content Ad): Top placement on the startpage as well as run-of-site on all sub-pages of www.GIT-SICHERHEIT.de. We promote your current highlights, your product launch and success stories to your relevant target groups. + Feature (Content Ad) in the GIT SICHERHEIT newsletter + Product presentation and promotion on PRO-4-PRO.com (Content Ad)

HEFT IM NEHT | BRANDSCHUTZ... Brandschutz im Kasten Stromzufälle verhindern: Getriebene Lösschysteme schützen vor brandgefährlichen Betriebsunterbrechungen... (Text continues describing fire protection systems)

MANAGEMENT... WAS IST EIGENTLICH... Management betriebsfremder Personen? In jeder Ausgabe erklären Sicherheitsexperten Begriffe, Methoden und Technologien. (Text continues describing management topics)

Example: full page

Example: special section "What is...?"

Digital Push Package price: 2,550 €

Content Package online: + Content Feature in the newsletter of GIT SICHERHEIT + Product entry on PRO-4-PRO.com (Content Ad)

SAFE... 1,700 characters incl. blanks, 1 image, www-address and link 1/2 page Price: 2,490 €

SECUP... 1,000 characters incl. blanks, 1 image, www-address and link 1/4 page Price: 1,990 €

Kollaboration der Marie Curie für Women Worker... (Text continues describing Marie Curie collaboration for women workers)

Fortschrittliche Videomanagementlösung... (Text continues describing video management solutions)

Example: half page

Example: quarter page

GIT SICHERHEIT Newsletter PRO-4-PRO.COM PRODUCTS FOR PROFESSIONALS Die branchenübergreifende, vertikale Produkt- und Lead-Plattform für für Sicherheit.

\*For legal reasons we are required to place the word „Advertorial“ above the post

# Native Advertising - Online Only

Quelle: <https://www.git-sicherheit.de/news/industrial-security-fuer-maschinen-und-anlagen>



## Content Package online

**Top Player** – Written 3-question interview on your topic incl. distribution via digital and social media channels to the GIT SICHERHEIT community.

**Top Teaser (Content Ad)**  
Promote your current content highlights, product launch, success story/case study/user report, infographic, webcast and anything else that is important to you. We provide the appropriate thematic environment and thus reach your target groups with your content.

+ **Content feature in the newsletter of GIT SICHERHEIT**

+ **Product entry on PRO-4-PRO.com (Content Ad)**

**Package price: 4,200 €**



Quelle: <https://events.bizzabo.com/WINDAYS2023/agenda/session/1100685>

## Content Package virtual

**3 (up to max. ten) minutes live talk with the GIT SICHERHEIT editorial team**

Do you know the solution to a specific challenge in your industry? Then the Live Talk with our editorial team is just the right thing for you! Join us in the talk – and present your system, your product or your concept.

**Time frame:** 2 to 10 minutes presentation. Integration of a short trailer (player) at the beginning and end of the live event as well as the recording is possible. Moderation and implementation by the GIT SICHERHEIT editorial team.

**Distribution via the digital and social media channels of GIT SICHERHEIT**

**Top Teaser (Content Ad)**  
Promote your current content highlights, product launch, success story/case study/user report, infographic, webcast and anything else that is important to you. We take care of the appropriate topic environment and thus reach your target groups with your content.

+ **Content feature in the themed newsletter from GIT SICHERHEIT**

**Package price: 5,900 €**



**PRO-4-PRO.COM**  
PRODUCTS FOR PROFESSIONALS

Die branchenübergreifende, vertikale Produkt- und Lead-Plattform für für Sicherheit.





**PRO-4-PRO.COM**  
PRODUCTS FOR PROFESSIONALS



**Safety & Security**

Products from the sectors Safety & Security Management, Fire Protection, Safety at Work, Building Security, Video Surveillance, Access Control and IT & Communication



**Automation & Machine Vision**

Products from the sectors Automation, Drives, Machine Vision / Optical Metrology, Industrial PC, Test and Measurement, Sensor Technology



**Healthcare**

Products from the sectors Medical Technology, clinical laboratory, Hygiene, Management, facility management and IT & communication



**Laboratory / Biotechnology**

Products from the sectors Laboratory Devices, Analysis, Microscopy and EDP/Software/LIMS



**Process technology**

Products from the sectors Process Automation, Maintenance, Plant-Construction, Pumps and Compressors, Mechanical and Thermal Process Technology



**Food Industry technology**

Products from the sectors Logistics and Materials Handling, Packaging and Labeling, Food analysis, Plant Construction and Technical equipment

**Safety & Security**



**Intrusion prevention and next generation firewalls**

The small "bump-in-wire" EtherCatch series IPS device and the EtherFree series IPS firewall protect critical assets such as PLCs and HMIs at the edge of OT networks.

**Pattern-based visual patching and intelligent threat protection**

Frequent patching significantly reduces a system's vulnerability to cyber threats. However, this remains a critical challenge for OT environments. Visual patching techniques can complement existing switch management processes by building agents into existing OT networks. Visual patching acts as an operational emergency security tool that network administrators and operators can quickly deploy to remediate vulnerabilities in OT networks.

**MOXA** Moxa Europe GmbH  
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Phone: +49 89 412 25 73 0



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

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

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



Modern design

Optimized for mobile devices

Clear structure

	6 Months / price €	12 Months / price €
Company presentation	500, one-time-fee	
Product entry	335	585
Refresher	295	530
Package deals	Runtime	12 Months / price €
Pro Package	4 Product presentations	1,775
Premium Package	8 Product presentations	3,280
Business Flat	all your product texts that you send us within 12 months	5,315



**PRO-4-PRO.COM**  
PRODUCTS FOR PROFESSIONALS

The Product Portal for Lead Generation

# Your advertising with us is in the best company

The best advertisement for GIT SICHERHEIT are our clients! Companies that appreciate the quality of GIT SICHERHEIT 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 25,000 decision-makers – not even including the secondary readers! The result is new customers and markets for you!

Top decision-makers read GIT SICHERHEIT and utilise the magazine to support their decisions on security-related investments. GIT SICHERHEIT 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.

**Extract of our customers, partners and friends**

3HS trading	CEM Systems	Fiessler Elektronik	Jerra Soft	Opertis	Skylotec
3M Deutschland	Cichon + Stolberg	Flir Systems	K.A. Schmersal	Optecom	Slat
ABB Stotz-Kontakt	CM-Security	Frogblue	Kaba	Optex	Sorhea
ABI	ComNet	FSB Franz Schneider	KBL	Panasonic	SSP Safety System
ABS Safety	Compur Monitors	Brakel	Kemas	Patlitz	Products
Abus	Consense	FSP-Tech	Kenwood Electronics	Paxton	Steinbeis-Hochschule
Advancis	Contrinex	Fujinon	Keyence	P.E.R.	Steuerte Schaltgeräte
AG Neovo	Contrix	Funkwerk	Keyowa	PCS Systemtechnik	Stöbich
Aimetis	Cooper Security	Gantner Electronic	Kidde	Pepperl & Fuchs	Sutainer Trans-Safety
Allnet	CST Cash Security	Georg Schlegel	Klüh Security	Perimeter Protection	Swissphone
Ansell	CWS-boco	Genetec	KMK Karlsruher Messe	Pfannenberg	Sygonix
AOS	Dahua	Geutebrück	KNT Netzwerksysteme	PHG Peter Hengstler	Synology
Apollo Fire Detectors	Dallmeier electronic	Geze	Knürr	Phoenix Contact	Sympatex Technologies
ASC telecom	Datacard Group	GfG	Kötter	Phonak	TAE Technische Akademie
Ascom Deutschland	Defense	GFOS	Kölnmesse	Pieper	Tamron Europe
Asecos	Dehn & Söhne	GFS	Krealux	Pilz	TAS Telefonbau A.
Assa Abloy	Deiningen elektronik	G+H	Kroschke sign	Pixim	Schwabe
Astrum IT	Deister electronic	Gloria	Ksenia	Primion Technology	Teckentrup
Atlas Schuhfabrik	Dekom	Greifzug Hebezeugbau	L. Priebs	Priorit	T&B electronics
Atral-Secal	Denios	Gretsch Unitas	LAE Engineering	Pro-Store Technology	Telecom Behnke
AT Automation	Detectomat	GTE Industrieelektronik	Landesmesse Stuttgart	Pro-RZ Rechenzentrumsbau	Tele Eye Europe
Technology	Deutsche Messe	Gunnebo	Legic Identsystems	Protect AS	Tetronik
Avigilon	Deutsche Telekom	Günzburger Steigtechnik	Leuze electronic	Protection One	Til Technologies
Aweco Appliance Systems	DGUV	Gustav Wahler	Logiware	Prymos	Tisoware
Axelent	Dictator-Technik	Hacker-Keymanagement	LOT Oriel	R. Stahl	TKH Security Solutions
Axis Communications	Digimem	Hanwha	Louis Steitz Secura	Rauscher	Tyco
B&R	Digisound Electronic	Haus der Technik	Lupus	Rave Arbeitsschutz	TÜV Akademie Rheinland
Balter Security	Digital Data	Haverkamp	Magnetic Autocontrol	Reiner SCT	Uhlmann & Zacher
Banner Engineering	Digivod	Hekatron	Mapa	Rembe	Uvex
Barco	Di-soric	Herke Videotechnik	Marioff	Risk Consult	Valeo
Barox	Dina	Hewi	Matrox	Rittal	Victaulic
Basler	Dom	HID	Maxx Vision	RKI	Videor
Baumüller	Dorma	HIKvision	Mayser	RK Rose & Krieger	Videotec
Bernstein	Dräger Safety	Hinte Messe	Megacom	Roche Pharma	ViDiCore
Bernt	DuPont	Honeywell	Mesago	Rocron	Visual Protect
Besec Systemtechnik	Düperthal	HT Protect	Messe Berlin	Rothstein Schutzsysteme	Vivotek
Betafence	E. Dold & Söhne	HTS Deutschland	Messe Düsseldorf	Säbu	Vomatec
BFI Optilas	EAO Lumitas	Hunt Electronic	Messe Essen	Salto	VPS ID Systeme
BHE	Ecos Systems	Häfele	Messe München	Samsung	W+R Seiz
Bihl & Wiedemann	Efaflex	Hochiki	Mewa Textilservice	Satel Alarm	W.L. Gore & Associates
Bosch Building Technologies	EFB	Hochschule Furtwangen	Miditec Datensysteme	Scat Europe	Wagner Alarm- +
Brady	Ekey	IBF	Milestone Systems	Schmid Alarm	Sicherungssysteme
Brewes	eks	Icognize	Mintron Enterprise	Schnabel	Wanzl
Brickcom	Elbex	Ident Technologies	Mirasys	Schneider Intercom	Werma
Brother International	Elten	Idesco	Mobotix	Schulte-Schlagbaum	Werra Tor & Zaun
BST	EPGS	Idis	Moeller Holding	Schulte-Schlagbaum	Western Digital
Bürk Mobatime	Erbstößer	IDS Imaging Development	Moxa	SCP Software	Wey
Bundesagentur für Arbeit	Escape Mobility	IE Ind. Electronics	MSA Auer	Secunet Security	Wieland
Bundesdruckerei	ESE International	Iloq	MTL Instruments	Networks	Wiesemann & Theis
Burg-Wächter	Euchner	Impac Infrared	Murrelektronik	Securitas	Winkhaus
Burgenkönig Video	Euroline	IndigoVision	Narda Safety Test	Securiton	Winter
BWA Technology	Euromicon	Industrial Scientific	Nedap	Security Data	W.I.S.
Byometric Systems	European Security	InfraServ Höchst	Neox Technologies	Secusmart	Wisag
Calanbau	Partners	Ing.-Büro Rosin	Nice Systems	Seetec	Zarges
Canon	Evac Chair	Ingram	No Climb	Senstar	Ziller-ASS
Capital Safety Group	Everfocus Electronics	Innotec Data	North Safety Products	Setec	
Celsion	Everglow	Insys Microelectronics	Novar	Sick	
C-Tec	Evolis Card Printer	Interflex Datensysteme	NVT	Siegenia-Aubi	
C.P.M. Service	Ewa	Intrakey Consult	Nürnberg Messe	Siemens	
Cash Work	FM Global	i-Pro	OSD Schäfer	Simons Voss	
CBC Deutschland	Fastcom Technology	Isgus	Omron Electronics	Sitec	
Cedes	Feig Electronic	ISM Heinrich Krämer		Sitron Sensor	

...and many more

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 has been at the cutting-edge and a catalyst in communicating all the important aspects of security for more than 25 years.

Put your money on the # 1.

**The best advertisement for us is YOU!**

# Advertising and Reprint Production Terms and Conditions

## Definitions

1. In these terms and conditions:

- (a) **“Wiley”** means the company within the John Wiley & Sons group that is providing the Advertising and Reprint services as set out on the Booking Confirmation or invoice issued by the Wiley group entity or its authorised agent.
- (b) **“Advertising”** means any advertisements requested by the Customer to be displayed in products owned or controlled by Wiley or any third party partner of Wiley and includes both advertising that appears in Wiley's or its third party partners' print publications (“Print Advertising”) and advertising that appears electronically on any of Wiley's websites, or any application or other digital format owned or controlled by Wiley or any third-party partner of Wiley (“Online Advertising”).
- (c) **“Customer”** means a person or entity who is placing an order for advertising or reprint production with Wiley and includes an advertiser on whose behalf advertising is placed, and any media agency or company that may arrange advertising or reprints for its clients.
- (d) **“Booking Confirmation”** means the confirmation provided by Wiley which sets out the details of the Advertising. For Reprints, it consists of an email confirmation sent by Wiley to confirm the Reprint order.
- (e) **“Insertion Order”** or **“Purchase Order”** means a document provided by the Customer for ordering Advertising or Reprints which confirms the agreed details.
- (f) **“Reprint”** means print or physical goods, being a specified number of reprints of articles or other material (for example, pre-loaded USBs), as requested by the Customer and/or ePrints which are digital versions of articles or other materials hosted by Wiley or its licensees and linked from a Wiley website, an email or a Customer website (“ePrints”).
- (g) **“Reprint Quotation”** means a document supplied to the Customer by Wiley which sets out the details of the quotation for Reprints.
- (h) **“Terms”** means these terms and conditions.

## ADVERTISING TERMS

- 2. In submitting Advertising to Wiley, the Customer grants Wiley a worldwide, royalty-free, irrevocable licence to publish and print the Advertising as set out in the Booking Confirmation as well as the right to sub-license all such rights to any third-party provider.
- 3. Wiley will, or will instruct its affiliates to, use commercially reasonable efforts to publish the Advertising in the format and in the position as set out in the Booking Confirmation, however all Advertising is subject to editorial approval and Wiley reserves the right to vary the placement of Advertising within a print product or online site or digital product when necessary.
- 4. Wiley reserves the right at any time to refuse or withdraw from publication Advertising which is not in accordance with the specifications provided in the Booking Confirmation, these Terms or is otherwise inappropriate in Wiley's sole and reasonable discretion. Notwithstanding the foregoing, Wiley has no obligation to review or approve Advertising copy (for compliance, appropriateness, or otherwise). Wiley may publish the Advertising with a heading ‘Advertising’ or in some other manner to distinguish the advertising material from editorial material. If and to the extent that the Advertising does not conform to Wiley's then-effective production specifications, Wiley reserves the right to make technical modifications as necessary to conform to such specifications.
- 5. If Wiley is creating advertising copy on behalf of the Customer, Wiley will provide final copy for the Customer's approval by email.
- 6. Customer is solely responsible for compliance with all laws, standards, industry codes and other binding guidelines as to the content of the Advertising, whether created by Wiley on its behalf or provided to Wiley, including but not limited to all applicable medical advertising regulations.
- 7. The Customer will supply an authorised Purchase Order or Insertion Order to Wiley for Print Advertising and Online Advertising. Advertising bookings cannot be reserved without receipt of the aforementioned documents. Orders for booking of Online Advertising must be received at least 7 business days in advance of the proposed first run date. Wiley cannot guarantee that orders received after this time will be fulfilled. Customer shall book Online Advertising on a monthly basis unless otherwise expressly set out in the Booking Confirmation. Publication dates specified in the rate cards may be subject to changes at the discretion of Wiley; new publication dates will be communicated to the Customer prior to publication, at point of order confirmation where possible.
- 8. The Customer must submit the required copy for Print Advertising on the material submission date as set out in the Booking Confirmation (“Materials Due Date”). If a Customer fails to provide the Print Advertising copy for a confirmed booking by the Materials Due Date, the Customer may be charged for Print Advertising unless a cancellation has been approved by Wiley in writing. If Wiley accepts copy for the Print Advertising after the Materials Due Date, Wiley makes no representations that Print Advertising will be published and the Customer will have no claim against Wiley for credit or republication in the event of non-publication, or if the Print Advertising is published in another manner or format than as set out in the Booking Confirmation.
- 9. Customer must submit Print Advertising copy in compliance with the artwork and data specifications as set out in the Booking Confirmation, or as previously provided by Wiley in relation to the particular publication.
- 10. Customer shall deliver and shall be solely responsible for providing to Wiley all of the text, pictures, graphics, sound, video, programming code and other media which comprise the graphic or html file that comprises the Online Advertising in conformance with Wiley's delivery specifications.
- 11. Wiley makes no guarantees as to the number of visitors to any Wiley site or digital product or the number of impressions at any Wiley site or digital product, unless such guarantees are expressly made in writing by Wiley in the Booking Confirmation. Any ‘impression goals’ or the like provided are non-binding. Online Advertising described in the Booking Confirmation as ‘100% sponsorships’ will not be subject to any impression or viewability guarantees.
- 12. Wiley will provide reporting at the end of the Online Advertising campaign, or otherwise as requested within a reasonable time of request, to give details of Online Advertising performance (i.e. impressions, clicks). Real time transparency of campaigns can be managed by the Customer by using Google Ad Manager.

- 13. Unless specifically set out in the Booking Confirmation and agreed in writing by Wiley, Online Advertising will not be behind a registration barrier. The Customer acknowledges that Online Advertising placed on Wiley Online Library will be viewable by both subscribers and non-subscribers to Wiley Online Library. For the avoidance of doubt, Print Advertising may be viewable by non-subscribers to journals or periodicals.
- 14. In relation to Online Advertising to be included in email alerts to subscribers and other authorised users of Wiley's products (“Email Alerts”), Wiley cannot guarantee the send date of any Email Alert advertising unless otherwise expressly agreed in the Booking Confirmation.
- 15. The sole remedy for any failure by Wiley to provide any Advertising, is that the Customer will be provided with a period of Online Advertising or additional Print Advertising in an equivalent placement and for a set period of time as determined by Wiley. Wiley will not be responsible for any failures that are not caused by Wiley. Wiley cannot guarantee that such ‘make-up’ bookings can be made in the month following the initial Advertising period.
- 16. In submitting Advertising to Wiley, the Customer warrants and represents that:
  - (a) publication of any Advertising (including any Advertising copy that is created by Wiley on behalf of the Customer which has been approved by Customer) in the manner set out in the Booking Confirmation will not breach or infringe any copyright, patent, trademark, trade secret or obligation of confidentiality or privacy, any law of defamation or obscenity, or any relevant law or regulation concerning advertising or promotions, including any medical advertising laws, industry codes or regulations;
  - (b) the Customer has the right to grant the licence to Wiley to use the Advertising as contemplated by these Terms;
  - (c) the Advertising is accurate, truthful and non- deceptive and does not violate any laws regarding false advertising;
  - (d) the Advertising does not violate any other applicable law, statute, ordinance or regulation, including without limitation any laws and regulations governing export control;
  - (e) the Advertising is not and does not contain content that is lewd, pornographic or obscene, excessively profane, racist, ethnically offensive, threatening, infringing, excessively violent, libellous, gambling-related, or promote any discriminatory activity, promote illegal drugs or arms trafficking, create a risk to a person's safety or health, compromise national security or interfere with an investigation by law enforcement officials or is offensive, misleading, deceptive or destructive, and does not promote, advocate or facilitate terrorism, terrorist-related activities or violence;
  - (f) Online Advertising does not create, facilitate the creation of or exploit any security vulnerabilities in a user's computer, promote programs which compensate or provide incentives to users for clicking ads or offers, performing searches, surfing websites or reading emails or contain viruses, trojan horses, worms, time bombs, cancelbots or other harmful or deleterious programming routines whether similar or dissimilar to the foregoing; and
  - (g) Customer has obtained written consent to display the name or image of any living person in any Advertising.
- 17. The Customer acknowledges that in relation to Advertising, Wiley makes no representation or warranty (i) that any publication of any Advertisement will be confined to persons resident in various countries (ii) of the exact number of page impressions that will be delivered, (iii) regarding the quality of reproduction of the Advertisements; or (iv) as to the availability of any Online Advertising site or digital product.
- 18. In addition to the Terms, the following clauses of the standard terms and conditions of the Interactive Advertising Bureau for Media Buys of Less than One Year (“[IAB Terms](#)”) will apply to all Online Advertising services, with Wiley being the ‘Media Company’ and Customer being the ‘Agency’ and ‘Advertiser’ (unless the Customer is a media agency booking advertising on behalf of a customer in which case it will be the Agency, with its customer being the Advertiser):
  - (a) Section II (Ad Placement and Positioning);
  - (b) Section IV (Reporting) (excluding clause IV(b));
  - (c) Section XII (Non-Disclosure, Data Usage and Ownership, Privacy and Laws)
  - (d) Section XIII (Third Party Ad Serving and Tracking)

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

## REPRINT TERMS

- 19. A Reprint Quotation will be provided to the Customer by Wiley. The Customer must provide a Purchase Order or return the Reprint Quotation and provide all relevant details in order to submit an order for producing the Reprint and in doing so, the Customer agrees to be bound by these Terms. Wiley may issue a Booking Confirmation to confirm the Order.
- 20. The Reprints are solely for the use of the Customer and may not be re-sold, posted on the internet (other than as permitted for ePrints in the format specified by Wiley) or reproduced in any other format or media without the express written permission of Wiley and payment of the appropriate licence fee. The Reprints must not be amended or modified in any way after delivery. If the Customer wishes to append or add any material to a Reprint it shall inform Wiley at the time of making the order and pay any additional fees charged by Wiley. Wiley reserves the right to accept or decline any such request in its sole discretion.
- 21. For ePrints, the Customer will be provided with a link and is entitled to the number of downloads of ePrints, as specified in the Reprint Quotation and/or Booking Confirmation. The Customer may opt to pay a premium price and have a print download option on ePrints if confirmed in the Booking Confirmation.
- 22. Wiley will use commercially reasonable efforts to deliver the Reprints by the date specified by the Customer (if any) in the accepted Reprint Quotation, however Wiley will not be liable for any non-delivery or late delivery.
- 23. It is the responsibility of the Customer to notify Wiley in writing of any damage or shortage within 30 days of the date of actual delivery of physical Reprints to the Customer. Wiley will take no responsibility for any damage or shortage notified after this period has expired.

# Advertising and Reprint Production Terms and Conditions

**PRICING**

- 24. The price for the Advertising is set out in the Booking Confirmation. An invoice will be sent by Wiley to the Customer following print publication or digital campaign fulfilment.
- 25. The price for producing the Reprints is set out in the Reprint Quotation and is valid for 30 days from the date of issue. The price quoted includes a maximum of three (3) proofs of the Reprint. Should Customer require any additional proofs, these will be subject to an additional charge at the discretion of Wiley. If a Reprint Quotation has been provided in advance of the printing date, the details of the order may change upon printing. In this event, Wiley reserves the right to amend the Reprint Quotation to reflect any changes including, without limitation, page length. If a Customer requires a pro forma invoice, Wiley can issue an invoice after the order is confirmed.

**CANCELLATION**

- 26. If the Customer wishes to cancel Advertising after the provision of an Insertion Order or Purchase Order, the Customer must immediately notify Wiley in writing. For Print Advertising, the Customer may, at Wiley's discretion, still be liable for any charges where cancellation requests are received after the Materials Due Date for that Advertising. For Online Advertising, unless the Booking Confirmation has specified that such Online Advertising is non-cancellable, the Customer may cancel Online Advertising on 14 days' written notice to Wiley with no penalty, provided that the Customer shall pay all fees for all Advertising within the 14-day notice period up until the effective date of termination and if there are any custom content or development for any Advertising, the Customer shall pay for the provision of all services performed up to the effective date of termination.
- 27. On receipt of a cancellation request, Wiley will use reasonable commercial endeavours to ensure the Advertising is not published or for Online Advertising, that it is withdrawn, however Wiley will not be liable for any loss or damage that may be occasioned by the publication of Advertising cancelled by the Customer after the Materials Due Date or Insertion Order is received.
- 28. Reprint cancellations will be subject to a cancellation fee based on the value of the total order (excluding shipping and expedited delivery charges) and the point in the production process which has been reached at the time Wiley receives the cancellation:

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

**GENERAL TERMS**

- 29. If a Customer breaches these terms, fails to pay for Advertising or Reprints, enters into bankruptcy or where it is a corporation or other legal entity, passes a resolution for administration, winding up or liquidation, has a receiver or manager appointed, or enters into an arrangement with its creditors other than in the ordinary course of business, or any other event occurs or proceeding is taken with respect to the Customer in any jurisdiction which has an effect equivalent or similar to any of the events mentioned, then Wiley may, in its sole discretion and without limitation:
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  - (b) require cash pre-payment for further orders until all outstanding debt is paid in full or Wiley determines that the initial insolvency event has ceased to occur;
  - (c) cease publication of further Advertising or terminate an agreement for Advertising;
  - (d) withhold any discounts or rebates previously granted to the Customer; or
  - (e) exercise any other rights at law or equity.

- 30. Wiley will send invoices to the Customer at the address provided. Should a Purchase Order number be a prerequisite for payment of invoice, the Customer must supply this at the point of confirming the order. All delivery addresses must be accompanied by a contact name and telephone number, as well as a VAT number (relative to the country on the invoice address) or other business identifier or information as may be required by Wiley (eg. GST registration, W9 form) as notified by Wiley. Please note that Wiley is unable to accept any PO Box addresses.
- 31. Prices are shown exclusive of GST, VAT and other sales taxes, unless otherwise expressly indicated by Wiley in writing. Prices are also exclusive of all handling, packing, freight, shipping, customs duties, levies, import duties and insurance charges unless otherwise agreed in writing. Amounts received will be free from and clear of any other taxes imposed by any tax authority, such as withholding tax, and if, for some reason, such amounts are subject to any withholding tax or other relevant taxes, then the Customer is liable to pay such tax and Wiley will receive the full amount set out in the Booking Confirmation.
- 32. Customer shall pay all invoices in full will be made within 30 days of the date of an invoice, unless otherwise agreed in writing between the Parties.
- 33. If the Customer fails to make any payment due to Wiley under this Agreement by the due date, then, without limiting Wiley's remedies, the Customer shall pay interest on the overdue amount at a rate which will be the lesser of: (i) 0.5% per month, such interest to accrue on a daily basis from the due date until actual payment of the overdue amount, whether before or after judgement; or (ii) any relevant maximum statutory rate allowable in the jurisdiction where the Wiley entity is located, such interest to accrue in accordance with the relevant statutory provisions. Customer shall pay the interest together with the overdue amount.
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- 36. Wiley will not be liable for any delay or failure to publish Advertising or to deliver Reprints caused by a factor outside Wiley's reasonable control (including, without limitation, war, civil disorder; strike; flood; fire; storm; accident; terrorism; governmental restriction; infectious disease; epidemic; pandemic; public health emergency; embargo; power, telecommunications or Internet failures; damage to or destruction of any network facilities; the enactment of any law, executive order, or judicial decree; or any other circumstance beyond Wiley's control whether similar or dissimilar to the foregoing).
- 37. Wiley will retain copyright and all other intellectual property rights and proprietary rights in Wiley's publications, proposals, and products and services. Customer acknowledges and agrees that Wiley may process Customer's personal data, including storing or transferring data outside of the country of Customer's residence, in order to process transactions related to these Terms and to communicate with Customer, and that Wiley has a legitimate interest in processing Customer's personal data. Wiley will comply with all applicable laws, statutes and regulations relating to data protection and privacy and will process such personal data in accordance with Wiley's Privacy Policy located at: [www.wiley.com/privacy](http://www.wiley.com/privacy).
- 38. By submitting an order for Reprints and/or Advertising in the manner set out above, the Customer agrees to be bound by these Terms. In the event of any conflict, the order of precedence will be as follows: (i) these Terms, (ii) Booking Confirmation, (iii) Insertion Order or Purchase Order signed by both parties. Where general terms and conditions of business are proposed by the Customer, those will not have any application unless signed by Wiley.
- 39. All warranties and indemnities stated in these Terms will survive the termination of any arrangement or contract which is subject to these Terms.
- 40. The law of the corporate domicile of the Wiley entity which issues the Booking Confirmation and invoice to the Customer will govern these Terms, without regard to conflict of law rules. The parties agree to submit to the exclusive jurisdiction of the courts located in the corporate domicile of the aforesaid Wiley entity for the adjudication of all disputes arising in connection with these Terms.



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