

WILEY



2024 Media Guide

Management & Krankenhaus

Your No. 1 for Healthcare

www.management-krankenhaus.de



Management & Krankenhaus

Management & Krankenhaus: the leading trade newspaper for managers and professionals in print and online.

Management & Krankenhaus addresses top management as well as all managers and users at in-patient facilities who are involved in investment decisions and process optimization. It also reaches the whole sales channel, from manufacturer through the distributors right up to the end users.

Management & Krankenhaus provides comprehensive reports on all matters relevant to in-patient healthcare: health economy, health policy, hygiene, IT & communication, laboratories & diagnostics, medicine & technology as well as construction, fitting-out and furnishing.

Readers are additionally informed about market developments, new products, applications, trends and background information.

The print version of Management & Krankenhaus has the widest market distribution in this industry. Along with the b2b "management-krankenhaus.de" portal, it reaches the most readers in in-patient healthcare throughout Germany. Neutral reports, coverage and a balanced editorial concept are further factors that contribute to keeping Management & Krankenhaus in its leading position as a media channel.

At a glance:

M&K: 29,000 subscribers

LinkedIn, X, Xing: Over 28,000 social media followers

management-krankenhaus.de: 83,300 individual visits

Newsletter: 11,000 subscribers

Content

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Overview

Publication Frequency
10 issues per year

Volume
Vol. 43, 2024

Print run
29,000 (Q2/23)
22,500 Print
6,500 digital
see www.ivw.de



Membership
IVW

Publishing Director
Steffen Ebert

**Editorial +
Product Management**
Ulrike Hoffrichter

Advertising
Bettina Willnow

Commercial Manager
Jörg Wüllner

Order Management
Silvia Edam

Subscription
€ 139.60 (+ VAT, incl. shipping)

Single Copy Rate
€ 16.50 (+ VAT, incl. shipping)
Subscription for students
50% discount

Subscription only digital
€ 139.60 (+ VAT)


ISSN
0176-053 X

Format of the newspaper
350 x 510 mm

Dates & Contents

Issues	1-2 January / February	3 March	4 April	5 May	6 June
Publishing date	01.02.2024	06.03.2024	03.04.2024	02.05.2024	05.06.2024
Advertising deadline	05.01.2024	09.02.2024	08.03.2024	05.04.2024	03.05.2024
Editorial deadline	29.12.2023	31.01.2024	28.02.2024	29.03.2024	23.04.2024
Editorial deadline paid content in M&K	08.12.2023	26.01.2024	23.02.2024	22.03.2024	19.04.2024
Newsletter „Die neue M&K ist da“	30.01.2024 Management & Krankenhaus	05.03.2024 Management & Krankenhaus	02.04.2024 Management & Krankenhaus	02.05.2024 Management & Krankenhaus	04.06.2024 Management & Krankenhaus
Newsletter M&K Publishing date	17.01.2024 21.02.2024	13.03.2024 27.03.2024	10.04.2024 24.04.2024	15.05.2024	29.05.2024 19.06.2024


Editorial deadline for all features in the newsletter: 10 working days before the dispatch date of the booked newsletter

with Supplement (s. S. 10)			M&K kompakt Hygiene medAmbiente	M&K kompakt Radiologie	
MAIN TOPICS		Point of Care Green Hospital Personnel	Robotics/AI	Process Management	Hygiene
TRADE FAIR FOCUS	Symposium Intensivmedizin + Intensivpflege Bremen, 14.-16.02.2024	Kongress der Deutschen Gesellschaft für Endoskopie und Bildgebende Verfahren Berlin, 03.-05.04.2024	DMEA Berlin, 09.-11.04.2024	Deutscher Röntgenkongress Wiesbaden, 08.-10.05.2024	Hauptstadtkongress Medizin und Gesundheit Berlin, 26.-28.06.2024
		ECR Vienna, 28.02.-03.03.2024	Kongress für Krankenhaushygiene Bonn, 12.-15.05.2024		
TRADE FAIRS	Bamberger Morphologietage Bamberg, 26.-28.01.2024	Deutscher Interdisziplinärer Notfallmedizin Kongress Koblenz, 07.-08.03.2024	Jahrestagung der DGK Mannheim, 03.-06.04.2024	Diabetes Kongress Berlin, 08.-11.05.2024	DGGM-Jahrestagung Gemeinsame Tagung von DGGM und VAAM Würzburg, 02.-05.06.2024
	Int. Endoskopie Symposium Düsseldorf, 01.-03.02.2024	VERIVITA-Symposium Wetzlar, März 2024	Kongress der DGIM Wiesbaden, 13.-16.04.2024	Deutscher Wundkongress/ Bremer Pflegekongress Bremen, 15.-17.05.2024	MedTechLive with 4TM Stuttgart, 18.-20.06.2024
	Stuttgarter Intensivkongress Stuttgart, 08.-10.02.2024		Altenpflege Essen, 23.-25.04.2024	Jahrestagung der Deutschen Gesellschaft für Pathologie Munich, 23.-25.05.2024	Personalmanagement-kongress Berlin, 20.-21.06.2024
	Endoprothetikongress Berlin 08.-10.02.2024		141. Deutscher Chirurgenkongress Leipzig, 24.-26.04.2024	Expo, Living & Care Berlin, 28.-29.05.2024	NOUV-Symposium Dortmund, Juni 2024
	Deutscher Krebskongress, Berlin, 21.-24.02.2024		VSOU Baden-Baden, 25.-27.04.2024		
	Bundeskongress Chirurgie, Nuremberg, 23.-24.02.2024				
TOPICS					
Health Policy	· Political frameworks and their effect	· Political frameworks and their effect	· Political frameworks and their effect	· Political frameworks and their effect	· Political frameworks and their effect
Health Economics	· Security + crisis management	· Modern training: eLearning & Co. · Mobile deployment planning + optimize processes	· Employer Branding	· Personnel + training	· Security + risk management
Medicine & Technology	· Intensive Care · Ultrasound · Imaging	· Female health/ mammographie · Trauma surgery · Reanimation	· Radiology trends in CT MRT Radiology · IT-Systems and artificial intelligence	· Endoscopy · Imaging · Interventional systems · Anesthesia	· Surgery · Interventional systems · Female health/ mammographie
IT & Communication	· Digital patient file · Online appointment · Telemedicine · IT-Management	· IT-Infrastructure · E-recipe · Messenger service · Artificial intelligence	· Trends in digital healthcare · Interoperability · IT-Security · Patient Portals	· Artificial intelligence · Workplace safety · Data security · Digital health applications	· Cloud solutions · Digital communication solutions · IT-Infrastructure · Cyber security
Hygiene	· Hygiene of skin and hands · Surface disinfection · Surveillance	· Nosocomial infections · Reprocessing · Desinfection · Infections of drinking water	· MRSA screening · Antibiotic stewardship · Room Hygiene · MRE	· Wound management · Nosocomial infections · Filter technology	· Machine Reprocessing · Desinfection · Infections of drinking water · Mechanical surface cleaning
Building, Furnishing, Supplies	· Kitchen + catering · Monitoring systems · Digital construction solutions	· Smart building · Energy and building services · Digital construction solutions	· Sustainable building · Guidance and orientation systems · Building regulations	· Interior design · Floor, lights, colour · Green hospital	· Smart assistance systems · Interior design and equipment
Laboratory & Diagnostics	· Infection diagnostics	· Laboratory market Germany · Laboratory technology	· Molecular diagnostics	· Central laboratory	· Automation for laboratories · Digital pathology

Dates & Contents

Issues	7-8 July / August	9 September	10 October	11 November	12 December
Publishing date	07.08.2024	04.09.2024	02.10.2024	06.11.2024	04.12.2024
Advertising deadline	05.07.2024	09.08.2024	06.09.2024	11.10.2024	08.11.2024
Editorial deadline	26.06.2024	31.07.2024	28.08.2024	01.10.2024	29.10.2024
Editorial deadline paid content in M&K	21.06.2024	26.07.2024	23.08.2024	27.09.2024	18.10.2024
Newsletter „Die neue M&K ist da“	06.08.2024 Management & Krankenhaus	03.09.2024 Management & Krankenhaus	27.09.2024 Management & Krankenhaus	05.11.2024 Management & Krankenhaus	03.12.2024 Management & Krankenhaus
Newsletter M&K Publishing date	24.07.2024 21.08.2024	04.09.2024 18.09.2024	02.10.2024 16.10.2024	13.11.2024 27.11.2024	11.12.2024

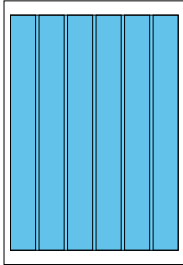
Editorial deadline for all features in the newsletter: 10 working days before the dispatch date of the booked newsletter

with Supplement (s. s. 10) 		M&K kompakt Labor & Diagnostik	M&K kompakt Bauen, Einrichten & Versorgen medAmbiente Hygiene		
MAIN TOPICS	Operating Room Management	IT in Hospitals	Orthopedics	IT in Hospitals Medica	Purchasing and logistics
TRADE FAIR FOCUS		DKLM - Jahrestagung der DGKL und Fachtagung für Biomedizinische Analytik des DVTA Bremen, 26.-27.09.2024	Freiburger Infektiologie- und Hygienekongress Freiburg, 09.-11.10.2024	Medica Düsseldorf, 11.-14.11.2024	
			Deutscher Kongress für Orthopädie und Unfallchirurgie Berlin, 22.-25.10.2024		
TRADE FAIRS	Kongress Krankenhausführung und digitale Transformation Düsseldorf, 02.-05.07.2024	Jahreskongress der DGAI Kassel, 11.-13.09.2024	IFAS Zürich, 22.-24.10.2024	it-sa Nuremberg, 22.-24.10.2024	RSNA Chicago, 01.-05.12.2024
		Fachmesse Krankenhaus Technologie , Gelsenkirchen, 18.-19.09.2024	Deutscher Logistik-Kongress Berlin, 23.-25.10.2024	Deutscher Wirbelsäulenkongress Hamburg, 27.-29.11.2024	DIVI-Kongress Hamburg, 04.-06.12.2024
		Herbstsymposium der Deutschen Gesellschaft für Medizincontrolling Frankfurt/Main, 23.-25.09.2024	Bundeskongress Deutscher Pathologen Berlin, Oktober 2024		Beschaffungskongress der Krankenhäuser Berlin, 13.-14.05.2024
		Rehacare Düsseldorf, 25.-28.09.2024	A+A Stuttgart, 05.-07.11.2024		Klinisch-Mikrobiologisch-Infektiologisches Symposium Berlin, Dezember 2024
TOPICS					
Health Policy	· Political frameworks and their effect	· Political frameworks and their effect	· Political frameworks and their effect	· Political frameworks and their effect	· Political frameworks and their effect
Health Economics	· Financing + insurance	· Personnel + training	· Employer branding	· Mobile scheduling + optimize processes	· Procurement & logistics
Medicine & Technology	· Imaging techniques · CT/MRI/ X-ray · IT-Systems and artificial intelligence	· Op-preparation · OP equipment · Anesthesia · Ultrasound	· Imaging · Interventional systems · Gynecology/mammographie · Orthopedics	· CT/MRI/ X-ray · Ultrasound Image reproduction systems · IT-Systems and artificial intelligence	· Interventional systems · Reanimation · Anesthesia
IT & Communication	· Decision-making support systems · Discharge management · Big Data · Networking	· IT in Care · Workplace systems · Digital platforms · IT-Security · Cloud solutions	· Digital communication Solutions · Exchange of health data (ISiK) · OP-management	· HIS RIS PACS · IT-Infrastructure · Mobile health · IT-security in the KRITIS sector	· Robotics · Telemedicine · Networking · Telematics infrastructure
Hygiene	· Hygiene management · Outbreak management · Hygiene of skin and hands	· Washroom hygiene · Disinfection · Hygiene of skin and hands	· Reprocessing of instruments · Water filter · Processing and sterile supply · Surface Disinfection	· Nosocomial infections · Hygiene monitoring · Use of antibiotics	· Sustainability in Hygiene · Hand disinfection · Surface disinfection
Building, Furnishing, Supplies	· Energy efficiency · Hospital construction · Networked building technology	· Renovation of existing buildings · Flexible hospitals · Optimized use of space	· Floors, light, colours · Building information modeling · Virtual reality planning	· Interior design · Furnishings · Furniture for care	· Regenerative energy sources · Bathroom equipment and sanitary facilities
Laboratory & Diagnostics	· Personalized medical care · Biomarker	· Clinical chemistry · Laboratory IT	· Laboratory automation	· Laboratory technology · Automation · POCT	· Central laboratory

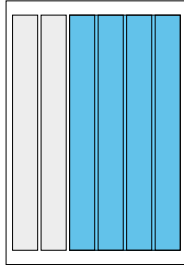
Prices & Formats

Newspaper Format +++ More than Double Space of a Standard A4 Magazine +++ Maximum visibility

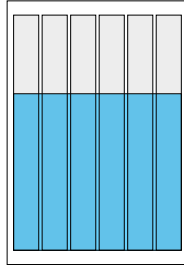
1/1 Page
Width: 325 mm
Height: 455 mm
(6 columns)
€ 10,765



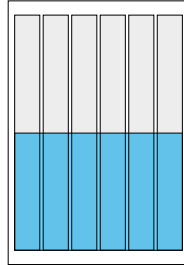
2/3 Page portrait
Width: 215 mm
Height: 455 mm
(4 columns)
€ 8,760



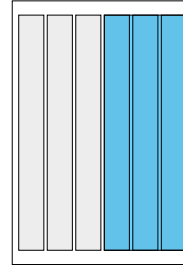
2/3 Page landscape
Width: 325 mm
Height: 303 mm
(6 columns)
€ 8,760



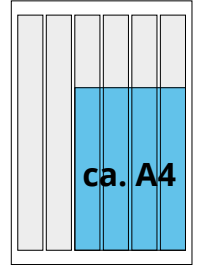
1/2 Page landscape
Width: 325 mm
Height: 225 mm
(6 columns)
€ 8,250



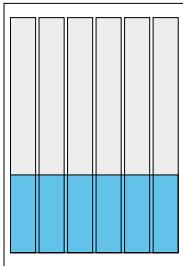
1/2 Page portrait
Width: 160 mm
Height: 455 mm
(3 columns)
€ 8,250



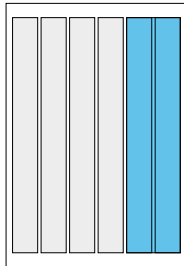
1/2 Page Corner
Width: 215 mm
Height: 303 mm
(4 columns)
€ 8,250



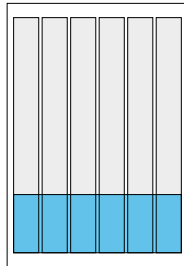
1/3 Page landscape
Width: 325 mm
Height: 149 mm
(6 columns)
€ 5,470



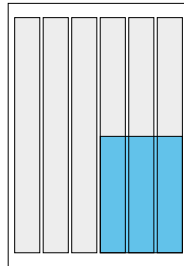
1/3 Page portrait
Width: 105 mm
Height: 455 mm
(2 columns)
€ 5,470



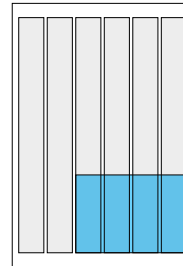
1/4 Page landscape
Width: 325 mm
Height: 114 mm
(6 columns)
€ 4,990



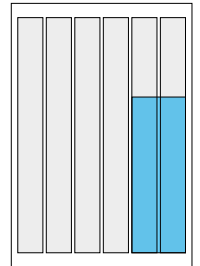
1/4 Page classic
Width: 160 mm
Height: 227 mm
(3 columns)
€ 4,990



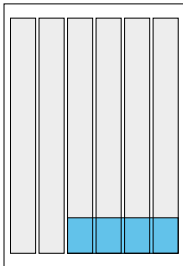
1/5 Page landscape
Width: 215 mm
Height: 152 mm
(4 columns)
€ 4,365



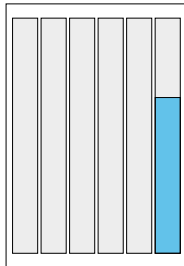
1/5 Page portrait
Width: 105 mm
Height: 303 mm
(2 columns)
€ 4,365



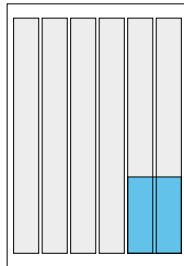
1/10 Page landscape
Width: 215 mm
Height: 74 mm
(4 columns)
€ 2,545



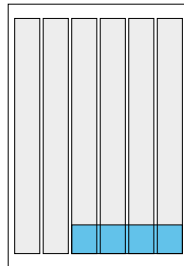
1/10 Page portrait
Width: 50 mm
Height: 303 mm
(1 column)
€ 2,545



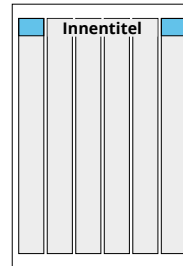
1/10 Page classic
Width: 105 mm
Height: 149 mm
(2 columns)
€ 2,545



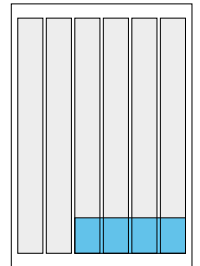
1/12 Page landscape
Width: 215 mm
Height: 57 mm
(4 columns)
€ 2,280



Title corner
Width: 50 mm
Height: 35 mm
(1 column)
€ 805



Title page
Width: 215 mm
Height: 94 mm
(4 columns)
€ 5,560



Further formats and island advertisements are charged by the millimeter. Details of minimum and maximum formats on page 6.

Advertisements by millimetre³

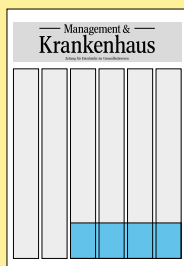
(Price per single column/50 mm)

Standardposition € 12.00/mm

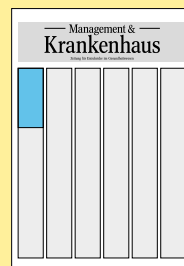
Job ads (4c) see page 15

Premium-Positions

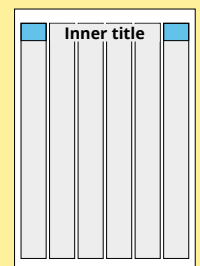
Title page, Footer
Width: 215 mm
Height: 94 mm
(4 columns)
€ 5,560



Title page, Newsflow
Width: 50 mm
Height: 116 mm
(1 column)
€ 1,895



Title corner
Width: 50 mm
Height: 35 mm
(1 column)
€ 805



Prices & Formats

Preferred Positions	Width / Height (mm)	Price €
Title page ¹	215 x 94	5,560
Postcards ²		560

Loose inserts ³	Weight	
	up to 20 g	325
	per additional 5 g	6.85

BusinessPartner (105 x 59 mm w x h)	
3 Advertisements	810
6 Advertisements	1,245
10 Advertisements	1,850

Presentation on www.PRO-4-PRO.com

Advertisements by millimetre

(Price per single column/50 mm)³

Advertisements (minimal height 80 mm/1 column)	€ 12.00/mm
Job ads 4c (minimal height 80 mm/1 column)	see page 15

Reprints and ePrints

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

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

Contact:

Christiane Rothermel,
+49 (0) 6201 606 746, crothermel@wiley.com

Terms of Payment:

Payment within 30 days without deduction.

Bank details:

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

VAT-Id.No.: DE136766623

Tax No.: 47020/29082

All prices are subject to the statutory VAT.

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

1 Cancellation only possible up to 8 weeks before advertising deadline.

Title page: the picture must be coordinated with publisher in advance and Wiley-VCH GmbH has exclusive rights of it for 6 months.

2 Postcards: € 560 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.

Technical Specifications

Newspaper format

350 x 510 mm (width x height)
325 x 455 mm (width x height), print space
Number of columns: 6, column width 50 mm

Print methods

Newspaper web press (Roll offset)

Colours

Euro scale,
no special colours possible

Application of paint

max 240%

Screen ruling

70 ruling
Print profile: ISOnewspaper26v4

Inserts

Minimum insert size: 105 x 148 mm
Maximum insert size: 240 x 350 mm (w x h)
the back fold must be on the long side (350 mm)
Minimum weight for single-sheet inserts: 170 g/m²

Delivery of loose inserts

Delivery quantity: 22,700 copies

The delivery address for bound-in inserts and any supplements will be given to you with the order confirmation.

Data formats

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 silvia.edam@wiley.com



Wiley-VCH GmbH
FAO: Silvia Edam
Boschstrasse 12
69469 Weinheim, Germany
Tel.: +49 (0) 6201 606 570

Advertorial

Content is King

This motto has been valid since the hieroglyphs in the temples of the Pharaohs as well as in classic books and journals, as well as all digital formats. Experts claim that we are living in an "age of content". As well as publishing companies, organizations, companies and agencies go to great lengths to produce unique and relevant content, which assist readers in their business processes, strategic decisions or learning success.

Distribution is Crucial

Valuable content is the essential basis, its targeted distribution is a necessity. Present your content in the leading medium for the chemical, pharmaceutical and process industries and benefit from the excellent reputation and respect which Management & Krankenhaus enjoys in the industry.

Advertorial

With advertorials you inform Management & Krankenhaus readers with content which you or your PR agency have produced with the objective of increasing the level of awareness of your company. The article communicates your know-how in the sector, establishes the experts in your company as thought leaders in the market and in turn has a positive effect on the perception of your brand.

Integration of the content in the established look & feel of the editorial content of Management & Krankenhaus, both in print and online, and with naming of the author together with contact information for feedback and enquiries.*



Advertorials in M&K:

Last possible correction: 11 working days before publication of the M&K

Advertorials in M&K kompakt:

Last possible correction: 18 working days before publication of the M&K

	M&K MAIN ISSUE			M&K kompakt		
	Basic	Advanced	Professional	Basic	Advanced	Professional
Outline	1/4 page text advertisement with 3,500 characters + 1 illustration or graphic	1/2 page text advertisement with 5,000 characters + 2 illustration or graphic	1/1 page text advertisement with 9,000 characters + 4 illustration or graphic	1/4 page text advertisement with 1,500 characters + 1 illustration or graphic	1/2 page text advertisement with 2,500 characters + 2 illustration or graphic	1/1 page text advertisement with 3,500 characters + 3 illustration or graphic
Design in the look & feel of a M&K article with customer's individual content	■	■	■	■	■	■
Editorial consulting: benefit from the expert knowledge of our editors – they will be pleased to help you with the production of your content		■	■		■	■
Online publication until further notice (online layout, tags, links to customer's website; video Integration possible)	■	■	■	■	■	■
Price	€ 4,990	€ 8,250	€ 10,765	€ 2,600	€ 4,365	€ 8,250

*For legal reasons, we have to insert the word Advertorial above the article.

Special Advertising M&K Main Issue



Expert Interview

Show your competence in your areas of expertise

Price: € 8,840

Placement:

Lead story in the inside section (department)

Scope:

approx. 5,000 - 6,000 characters/spaces + 2 illustrations



Cover story

The premium mix of cover ad and PR contribution

Price: € 9,880

Placement:

Front page ad + cover story in the inside section (department)

Scope:

1 x "front page footer" ad and 1 x cover story with approx. 5,000 characters/spaces + 2 illustrations

Dates & Contents

Main topics Supplements

M&K kompakt

M&K kompakt are special issues of Management & Krankenhaus in print and online version. Its readers are all managers and users in in-patient facilities, who are involved in investment decisions and process copies (see page 2). optimization.

As stated in its title M&K kompakt reports compactly, precisely and succinctly on the key points of Bauen, Einrichten & Versorgen/medAmbiente; Hygiene, Labor & Diagnostik, medAmbiente, Radiologie.

The print run is iwv-approved.

The print version and www.management-krankenhaus.de reach the highest number of readers in in-patient healthcare throughout the whole of Germany.



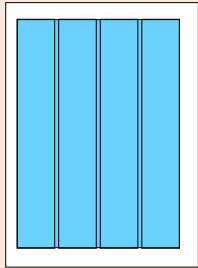
Magazine format: 240 x 330 mm
Print space: 215 x 303 mm
Column count: 4 columns

M&K kompakt-Ausgaben	M&K kompakt medAmbiente* Hygiene	M&K kompakt Radiologie	M&K kompakt Labor & Diagnostik	M&K kompakt Bauen, Einrichten & Versorgen / medAmbiente* Hygiene
Erscheinungstermin	03.04.2024	02.05.2024	04.09.2024	02.10.2024
Anzeigenschluss	01.03.2024	28.03.2024	02.08.2024	30.08.2024
Redaktionsschluss für paid content im M&K kompakt	21.02.2024	19.03.2024	24.07.2024	21.08.2024
Redaktionsschluss	09.02.2024	08.03.2024	12.07.2024	09.08.2024
MESSEN	DMEA Berlin, 09.-11.04.2024	Deutscher Röntgenkongress Wiesbaden 08.-10.05.2024	DKLM - Jahrestagung der DGKL und Fachtagung für Biomedizinische Analytik des DVTA Bremen, 26.-27.09.2024	Freiburger Infektiologie- und Hygienekongress Freiburg, 09.-11.10.2024
	Altenpflege Essen, 23.-25.04.2024			
	DGHM-Jahrestagung Würzburg, 02.-05.06.2024	* With additional circulation: architecture and engineering offices, nursing homes		

Formats + Prices

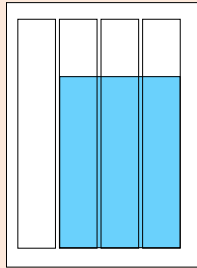
1/1 Page

Width: 215 mm
Height: 303 mm
(4 columns)
€ 8,250



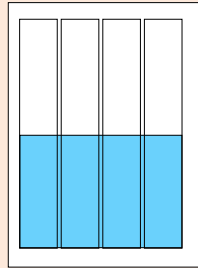
1/2 Page Corner

Width: 160 mm
Height: 227 mm
(3 columns)
€ 4,990



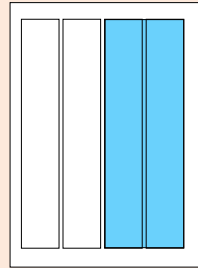
1/2 Page landscape

Width: 215 mm
Height: 152 mm
(4 columns)
€ 4,565



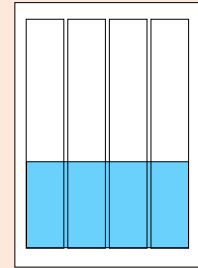
1/2 Page portrait

Width: 105 mm
Height: 303 mm
(2 columns)
€ 4,565



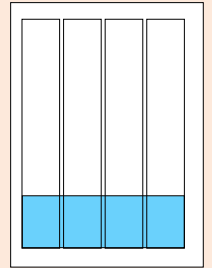
2/5 Page landscape

Width: 215 mm
Height: 114 mm
(4 columns)
€ 3,430



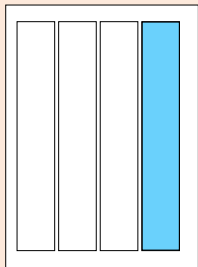
1/4 Page landscape

Width: 215 mm
Height: 74 mm
(4 columns)
€ 2,600



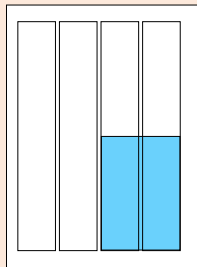
1/4 Page portrait

Width: 50 mm
Height: 303 mm
(1 column)
€ 2,600



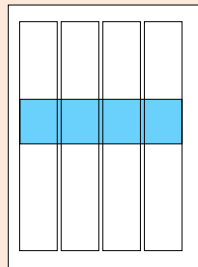
1/4 Page classic

Width: 105 mm
Height: 149 mm
(2 columns)
€ 2,600



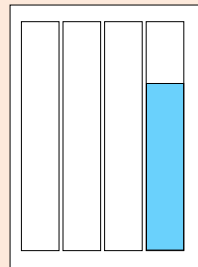
1/5 Page landscape

Width: 215 mm
Height: 57 mm
(4 columns)
€ 2,285



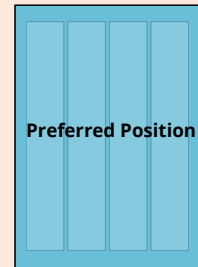
1/5 Page portrait

Width: 50 mm
Height: 224 mm
(1 column)
€ 2,285



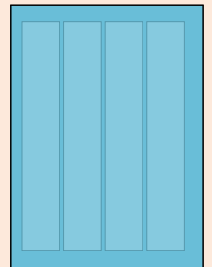
Inside front/back page

Width: 240 mm
Height: 330 mm
+ 3 mm bleed
€ 9,670



Title page

Width: 240 mm
Height: 330 mm
+ 3 mm bleed
€ 11,845



Preferred Position



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medAmbiente

„medAmbiente“ and „Bauen, Einrichten & Versorgen/medAmbiente“

The special issues M&K kompakt „medAmbiente“ and M&K kompakt „Bauen, Einrichten, Versorgen / medAmbiente“ (Building, Furnishing, Providing / medAmbiente) are aimed in particular at decision-makers and responsible experts in senior and care facilities, their sponsors, as well as planners, architects and companies from industry and trade.

The contents of medAmbiente deal with decisive design trends and furnishing concepts as well as

modern services. The focus is on questions of contemporary furnishing and design of care and senior facilities. In addition, topics such as architecture and interior design, management and the care market, design with light, color and new materials, interior design and accessibility, outdoor facilities and recreational areas, digital care and orientation systems are discussed. Also appearing are articles on dementia and its impact on design in short- and long-term care facilities.

Issues	M&K kompakt medAmbiente April	M&K kompakt Bauen, Einrichten & Versorgen/medAmbiente October
Publication date	03.04.2024	02.10.2024
Advertising deadline	01.03.2024	30.08.2024
Editorial deadline	09.02.2024	09.08.2024
TRADE FAIR FOCUS	DMEA Berlin, 09.-11.04.2024	Rehacare International Düsseldorf, 25.-28.09.2024
	Altenpflege Essen, 23.-25.04.2024	IFAS Zürich, 22.-24.10.2024
		Medica Düsseldorf, 13.-16.11.2024
FOCUS	Floor + Ceiling + Wall Light + Colour IT & Digital Care	Everything about building (energetic) Renovation - Technology Flooring+ Textiles + Furniture

With additional circulation: architecture and engineering offices, nursing homes

Analysis

Management & Krankenhaus is the market-leading publication serving all managers and practitioners of in-patient healthcare.

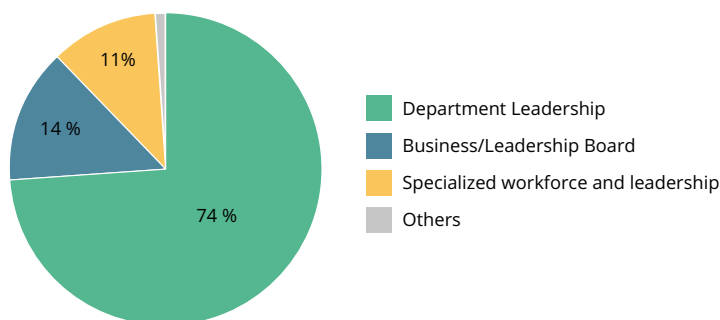
The readers of **Management & Krankenhaus** are senior and mid-level managers.

Management & Krankenhaus is not only read in Germany. It also serves an audience in Austria (around 1078 readers), Switzerland (around 768 readers), and the Netherlands (around 35 readers).

The journal therefore offers comprehensive coverage of the German-speaking area of Europe.

Management & Krankenhaus is an indispensable medium for communication with leading decision makers in the field of in-patient healthcare.

Management & Krankenhaus offers the ideal environment for visual and marketing campaigns, product listings, and online promotion.



Copies per issue	Copies
Print run	22,500
Subscription	3,782
Trade Shows	685
Alternating Mail	18,003
Archive	30

Geographical distribution	%
Austria	3.68
Switzerland	2.62
Germany	93.53
The Netherlands	0.05
Others	0.12

Analysis of recipients according to the professional function	%
Administrative directors	11.67
Commercial management	1.57
Medical management	7.58
Technical management	1.83
Human resources	1.04
Medical leadership	42.97
Nursing leadership	6.37
Pharmacy managers	0.58
Hygiene specialists	2.14
R&D	0.84
Laboratory management	0.86
Waste disposal and environmental officers	1.07
Quality management	3.38
Marketing/sales/administration	5.76
Purchasing	1.01
Data processing	1.44
Other functions	9.89

Postcode distribution	%
Postal zone 0	6.4
Postal zone 1	6.3
Postal zone 2	8.2
Postal zone 3	10.8
Postal zone 4	12.5
Postal zone 5	12.8
Postal zone 6	9.2
Postal zone 7	9
Postal zone 8	9.8
Postal zone 9	8.5
Abroad	6.5

B2B Portal: management-krankenhaus.de

www.management-krankenhaus.de is THE portal for decision makers in German hospitals and rehab facilities. Clearly structured and filled with detailed information, this portal is the perfect location for your advertisements in the German in-patient healthcare system.

Online-Advertisement

Provide a face for the name, make your presence felt, announce the launch of a new product – in short profit from our global reach! Complement your print advertising in Management & Krankenhaus with an image campaign on management-krankenhaus.de and increase your market penetration.

Leaderboard	728 x 90 Pixel	€ 2,050 / month, run of site*
Wide Skyscraper**	160 x 600 Pixel	€ 1,950 / month, run of site*
Medium Rectangle	300 x 250 Pixel	€ 1,850 / 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 **management-krankenhaus.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 ***€ 1,680** six months in the portals database

Combo offer: Feature on Portal + Newsletter **€ 2,680**

*in a rotation scheme with five other Top Feature Stories.

The text must be formulated objectively and is subject to valid editorial criteria.

Whitepaper | Application Note

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

Scope of Service: Teaser text, product photos, company contacts, PDF for download **€ 1,100 / 6 months**

Webcast | Video

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

Scope of Service: Teaser text, product video, company address **€ 1,100 / 6 months**

Accesses to the website (Plausible)

Page Impressions/Month	120,700
Visits/Month	83,300

Mean values from the 1st half of 2023

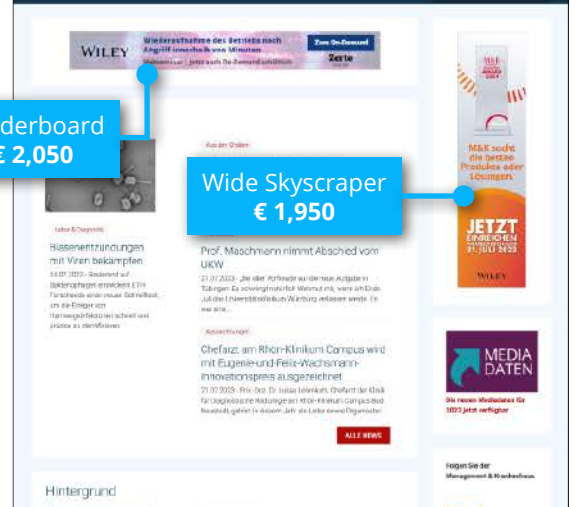
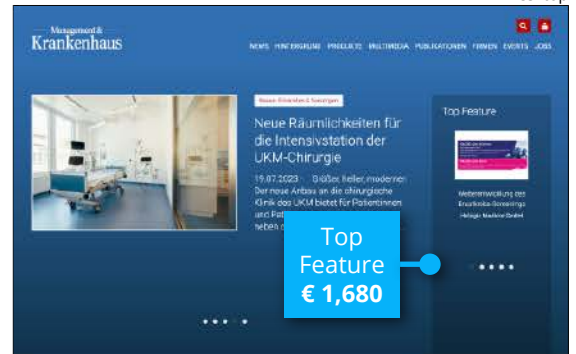
See next page for technical specifications

Deadline for paid content portal:

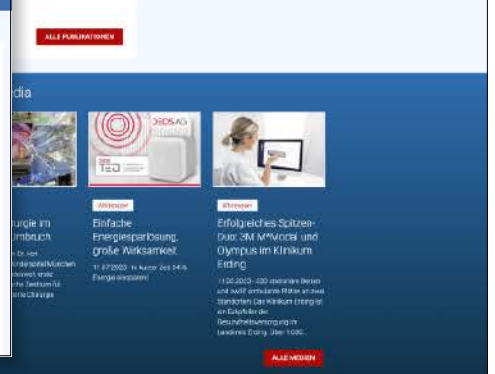
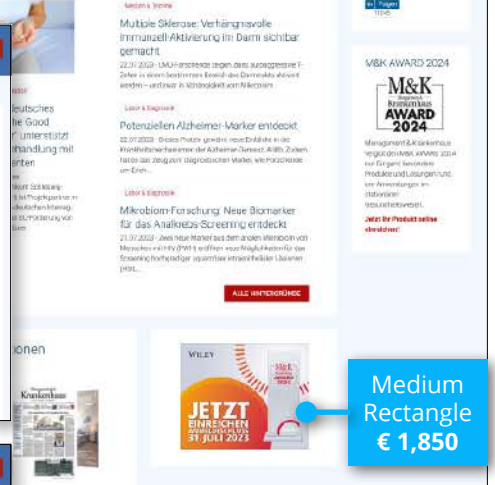
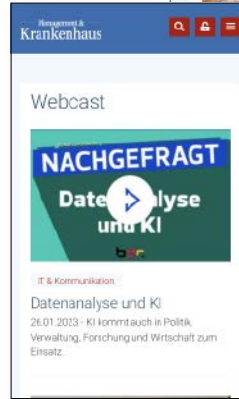
7 working days before publication

The text must be formulated objectively and is subject to valid editorial criteria.

Desktop



Mobil



Newsletter: management-krankenhaus.de

Management + Krankenhaus informs its newsletter subscribers about trends and market developments in the German healthcare market. The newsletter reports comprehensively on all topics relevant to the stationary health care system.

Newsletter: Banner formats & prices

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

Full Banner	468 x 60 Pixel	€ 1,100
Medium Rectangle	300 x 250 Pixel	€ 1,950
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	€ 1,200

Copy deadline for all features in the newsletter no later than 10 working days before the dispatch date of the booked newsletter

The text must be formulated objectively and is subject to valid editorial criteria.

Combo offer: Feature on website + newsletter	€ 2,680
Event announcement: name and date 50 characters, call-to-action 70 characters, graphic 476 x 315 pixels, external link	€ 510
Job advertisement: description of position 50 characters, call-to-action 70 characters, graphic 476 x 315 pixels, external link	€ 550

Full banner and medium rectangle delivery no later than 7 days before the dispatch date of the booked newsletter.

Newsletter Key Figures 2021/2022

Number of recipients (DOI)	11,000
Open Rate (MV)	15.51 %
Unique Open Rate	8.53 %
Click-to-Open Rate	23.58 %
Click Through Rate (MV)	3.60 %

Technical Data

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

Banner (Website)

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

Banner (Newsletter)

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

Target-website

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

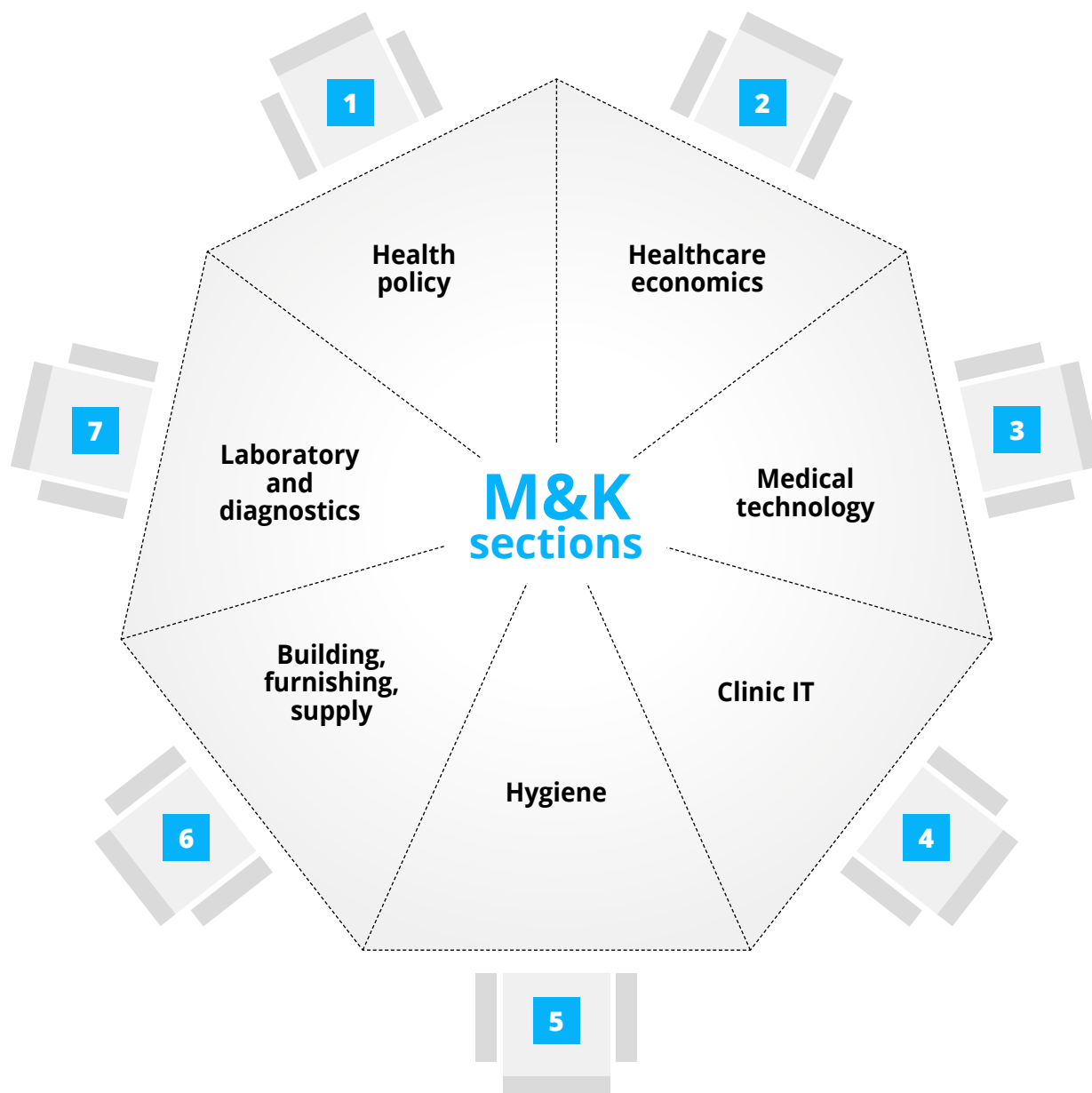
Webcast

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

The screenshot shows the newsletter layout with several ad placements highlighted by blue callouts:

- Medium Rectangle € 1,950:** A large advertisement for Fujifilm with the headline "NEVER STOP" and "Gemeinsam für eine gesündere Welt." It features a doctor holding a globe.
- Feature € 1,200:** A feature article titled "eHBA sichern und TI-Anwendungen nutzen" (eHBA security and TI applications) with a sub-headline "IT & Kommunikation".
- Feature € 1,200:** Another feature article titled "Oben auf der Agenda: Qualität für Patienten" (Quality for patients at the top of the agenda) with a sub-headline "IT & Kommunikation".
- Full Banner € 1,100:** A banner advertisement for Cobas and Roche, showing a hospital building.
- Exclusive access to your customers Single Sponsored Newsletter 5,975 €:** A circular badge in the bottom right corner.

Decider's Desk in the Hospital



1 Health policy
Board, administrative directors, commercial and medical management, CEO

2 Healthcare economics
Heads of Personnel and Purchasing, commercial management, head of administration, quality management as well as the board and senior management

3 Medical technology
Chief physicians and senior physicians, radiologists, emergency surgeons, cardiologists, anesthetists, intensive care etc.

4 Clinic IT
IT managers, CIO, EDP & technical management

5 Hygiene
Hygiene specialists

6 Building, furnishing, supply
Technical management, Climate manager, Housekeeping management, Kitchen management, Site manager and Head of personnel management

7 Laboratory and diagnostics
Laboratory management & IT management

Job Advertisements

Get attention from more than 112,300 decision makers & users in German clinics

Combine print and online for optimal reach
29,000 M&K readers + 83,300 website visits

smart combination

Crossmedia Package

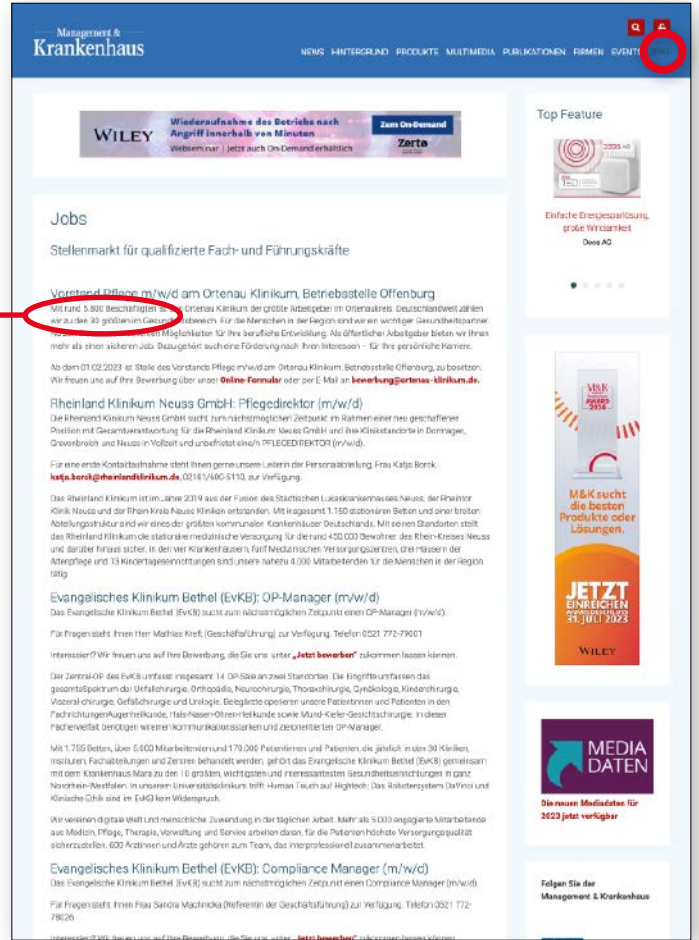
- 1. 1/4 page print ad + online (30 days) **€ 1,715**
- 2. 1/2 page print ad + online (30 days) **€ 2,965**
- 3. SPECIAL Package:
3 x 1/4 page print ad + online (30 days)
+ 1 portrait of company or clinic **€ 4,345**
(redeemed within 12 months)

Online prices

30 days – € 435
60 days – € 720
Scope of services:
Teaser-Text + PDF
of the ad

Accesses to the website (Plausible)	
Page Impressions/Month	120,662
Visits/Month	83,339
Mean values from the 1st half of 2023	

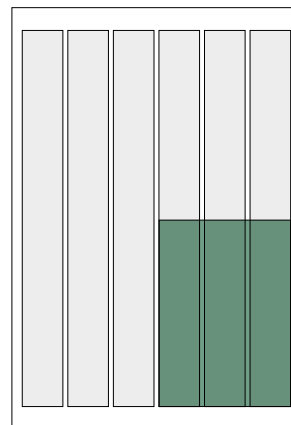
Job Advertisements
(Price per single column/50 mm)
minimum height 80 mm € 3.30/mm
P.O. Box No. fee € 10



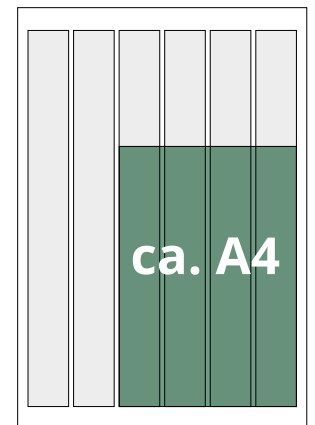
www.management-krankenhaus.de/jobs

Print Special Prices

1/4 Page classic
Width: 160 mm
Height: 227 mm
(3 columns)
€ 1,715



1/2 Page Corner
Width: 215 mm
Height: 303 mm
(4 columns)
€ 2,965





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

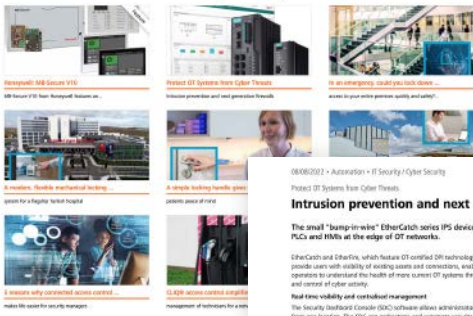
Products from the sectors Process Automation, Maintenance, Plant-Construction, Pumps and Compressors, Mechanical and Thermal Process Technology



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 reversible vulnerabilities in OT networks.



Moxa Europe GmbH
Steinstraße 218
81875 München

Phone: +49 89 412 25 73 0



I'm looking for
 an offer
 a website
 detailed information

Your request:

Viewed products:



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



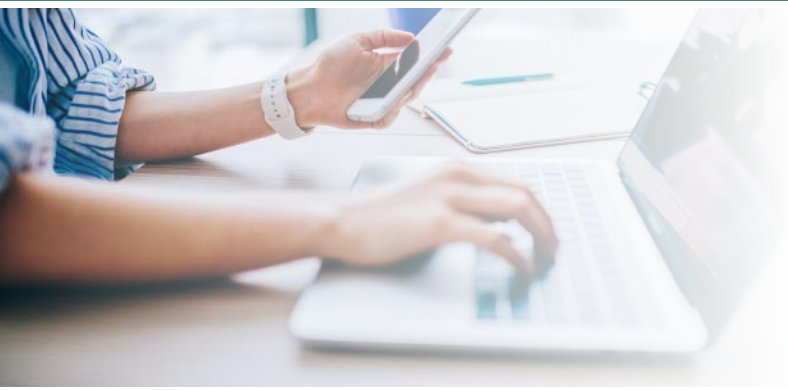
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PRODUCTS FOR PROFESSIONALS

The Product Portal for Lead Generation

MOVE BEYOND ADVERTISING

Erfolgreiche Kommunikation in
Wissenschaft und Industrie

Mit unseren Lösungen **Wiley Events & Education** und **Wiley Communications** erreichen Sie Ihre Zielgruppen mit dem richtigen Marketing-Mix und generieren qualifizierte Leads für Ihr Unternehmen.



Events & Education Solutions

Schließen Sie Wissenslücken und präsentieren Sie Lösungen, die Anwendende in ihrer täglichen Arbeit unterstützen:



Webseminare

Zeigen Sie Ihre Expertise und interagieren Sie direkt mit Ihrer Zielgruppe. Sie vertiefen so Ihre Kundenbindung und gewinnen neue Leads.



Virtual Events

Positionieren Sie sich als Meinungsbildner*in in einem ausgewählten Themengebiet. Interaktive Formate wie Podiumsdiskussionen, Networking-Sessions und Break-out Räume bieten Ihnen direkten Zugang zu Ihrer Zielgruppe.



Knowledge Hub

Präsentieren Sie Ihre Marke neben glaubwürdigen, relevanten Inhalten. Auf der themenspezifischen Onlineplattform erhalten Anwendende wertvolle Informationen, können sich mit Ihrer Marke und den Lösungen Ihres Unternehmens vertraut machen und sich weiterbilden.

Communications Solutions

Präsentieren Sie sich als Fachleute und bieten Sie Ihrer Zielgruppe Zugang zu glaubwürdigen und relevanten Inhalten:



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Bieten Sie Forschenden und Fachleuten der Branche Zugang zu peer-reviewed Artikeln aus unseren Fachzeitschriften. Wir bündeln Artikel aus einem bestimmten Thema in einem PDF mit Ihrem Logo und stellen es zum Download bereit.



Essential Knowledge Briefing

EKBs vermitteln Basiswissen zu komplexen Inhalten in Form von kurzen Leitfäden in einem mobil optimierten Format zur flexiblen Nutzung.



Expert Insights

Unsere Article Summary Collections, Whitepapers und Custom E-books unterstützen Ihre Zielgruppe mit Expertenwissen zu relevanten Themen. Umfang und inhaltliches Konzept stimmen wir gemeinsam mit Ihnen und unseren Fachredaktionen ab.

Erzielen Sie noch bessere Ergebnisse durch unsere Zusatzleistungen: **professionelle Übersetzungen, erhöhte Reichweite, Content Feeds, Erstellung von Infografiken, Druckexemplare** und **Expertenkommentare als Audio- oder Videodatei**

Ihr Erfolg ist unser gemeinsames Ziel!

Wir entwerfen Ihre maßgeschneiderte Marketingkampagne aufgrund Ihrer Bedürfnisse. Dabei wählen wir die passenden Kanäle und Maßnahmen, unsere Experten begleiten Sie von Anfang bis Ende und gewährleisten eine reibungslose Umsetzung Ihrer Marketingkampagne.

Geben Sie Ihrer Marke mehr Sichtbarkeit

Gerne planen wir mit Ihnen Ihre nächste Kampagne oder geben Ihnen weitere Informationen zu unseren Marketinglösungen.

Wenden Sie sich an Ihren Kontakt bei Wiley oder senden Sie eine E-Mail an corpsolutions@wiley.com

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- 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:
- cancel any provision of credit to Customer;
 - 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;
 - cease publication of further Advertising or terminate an agreement for Advertising;
 - withhold any discounts or rebates previously granted to the Customer; or
 - 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.
34. Wiley excludes all implied conditions and warranties from these Terms, apart from any condition or warranty which cannot be excluded by the operation of law. Wiley limits its liability for any breach of any non-excludable condition or warranty, at Wiley's option, to the resupply of the Advertising or Reprint or the payment of the cost of the resupply. Subject to the foregoing, Wiley excludes all other liability to the Customer for any costs, expenses, losses and/or damages incurred in relation to any Advertising or Reprints produced by Wiley, howsoever that liability arises. Wiley will not be liable for indirect or consequential losses, loss of profits, loss of revenue or loss of any business opportunity.
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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.
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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