Orthopädie im Profil – A special publication of Management & Krankenhaus, the healthcare newspaper for Germany
**STRONG MEDIA FOR SUCCESS: FROM GIT AND WILEY-VCH**

Target group oriented cross-media communication

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

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

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**DESCRIPTION**

**Brief Description**

Orthopädie im Profil is a special publication of the German healthcare newspaper Management & Krankenhaus. Under the seasoned editorship of Prof. Dr. Georg Köster, Chief Physician at the Orthopedic-Surgical Specialist Clinic in Lorsch, the magazine enters its ninth year of publication in 2013.

The thematic core subjects are traditional joint replacement for hip and knee joints as well as spinal surgery. But shoulders, hands and feet and the corresponding individual treatment also come into focus from time to time.

Competent authors and respected physicians take part in the discussion on topical subjects in orthopedic and accident surgery. With a reservoir of valuable reporting from science, the market and practice, OIP is an important information medium for orthopedic surgeons, neurosurgeons and accident surgeons as well as the relevant decision-makers for investment in the area of implants and prosthetics, instrument technology, navigation systems as well as OP equipment and systems.

In addition, readers are informed about legal developments, economic processes, applications, product developments, market developments as well as trends and background information.

**Overview**

- **Issued**: 2 x yearly
- **Volume**: Vol. 9, 2013
- **Verified circulation**: 12,500
- **Publisher**: Wiley-VCH Verlag GmbH & Co. KGaA
  - GIT VERLAG
- **Address**: Boschstrasse 12, 69469 Weinheim
- **Telephone**: +49 (0) 6201 606 746
- **Telefax**: +49 (0) 6201 606 790
- **Internet**: www.gitverlag.com
- **E-Mail**: mk@gitverlag.com
- **Publishing Director**: Roy Opie
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- **Segment Manager**: Manfred Böhler
- **Editor**: Dr. Barbara Voll-Peters
- **Objektleitung/Mediaberatung**: Susanne Ney
- **Order Management**: Kerstin Kunkel
- **ISSN**: D 30 123 E
- **Format of the publication**: 210 x 297 mm, DIN A4
- **Technical Data**:
  - **Distribution**:
    - **Online**:
      - **Prices & Formats**:
        - **General terms of Business**:
          - **Contact**
## Dates & Contents

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<td>21.03.2013</td>
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<td>02.09.2013</td>
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### CONGRESSES

- **VSOU**
  - Baden-Baden, 01. - 04.05.2013
  - Current status + news with regard to orthopedic and surgical therapies for all joints with reports on principles, products and solutions, features as well as announcements for VSOU 2013

- **DKOU**
  - Berlin, 22. - 25.10.2013
  - Current status + news with regard to orthopedic and surgical therapies for all joints with reports on principles, products and solutions, features as well as announcements for DKOU 2013

### SPECIAL FOCUS

<table>
<thead>
<tr>
<th>Core Subjects</th>
<th>Shoulders</th>
<th>Sport medicine</th>
</tr>
</thead>
</table>
| **Hip**       | Main subject "Early Treatment" in hip implant prosthetics - early diagnosis, short-shaft, hip replacement prosthetics, implants and sockets, standard prosthetics, patients, customized instrumentation, risk of dislocation + luxation  
Main subject "Aftercare" in hip prosthetics - exchange implant prosthetics, modularity, standards in hip implant prosthetics, implants ... and sockets, standard prosthetics, complete-implant prosthetics, patients, customized instrumentation, risks of dislocation + luxation  
| **Knee**       | Main subject "Early Treatment" - primary complete knee implant prosthetics, unicompartmental prosthetics and children's knees, patient-specific knee implant prosthetics, knee arthroscopy, minimally-invasive procedures, biomechanics, pain therapy  
Main subject "Aftercare" - patient-specific knee implant prosthetics and children's knees, knee arthroscopy, minimally-invasive procedures, biomechanics, pain therapy...  
| **Spine**      | Theme: "Stabilizing spinal metastases" - spine care, spinal surgery, osteopathy, anchorage, lumbar spinal canal stenosis, procedures in disk surgery, kyphoplasty ...  
Theme: "spine care" - spinal metastases, orthopedic oncology, spinal surgery, osteopathy, anchorage, lumbar spinal channel stenosis, procedures in disk surgery, kyphoplasty ...  
| **Quality Management** | Quality management of clinics - implant register, EndoCert, etc.  
|               | Quality management - managing complications and infections |

### GENERAL SUBJECTS IN DETAIL

<table>
<thead>
<tr>
<th>Core Subjects</th>
<th>Implants / bone replacement</th>
<th>Planning and navigation</th>
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<tr>
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<td>OP planning, navigation, robot-controlled OP</td>
<td>Bearing element types, PE/metal, PE/ceramic, metal to metal, ceramic to ceramic, technology, metal ion abrasion, titanium implants, silver coating</td>
<td>Recognizing and preventing infections, treating infections, thrombosis prophylaxis &amp; postoperative pain</td>
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</tr>
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</tr>
</tbody>
</table>

**Quality Management**

- Managing complications and infections

**Bearing element types**

- PE/metal, PE/ceramic, metal to metal, ceramic to ceramic, technology, metal ion abrasion, titanium implants, silver coating

**Planning and navigation**

- OP planning, navigation, robot-controlled OP

**Surface replacement / materials**

- Recognizing and preventing infections, treating infections, thrombosis prophylaxis & postoperative pain

**Prophylaxis & therapy of complications**

- Recognizing and preventing infections, treating infections, thrombosis prophylaxis & postoperative pain
## Formats

### 1/1 Pages
- **Type Area:** 185 x 260 mm
- **Bleed Size:** 210 x 297 mm + 3 mm Overlap on all sides
- **Final Size:** 216 x 303 mm

### 1/2 Pages
- **Type Area:** portrait: 90 x 260 mm
- **Bleed Size:** portrait: 102 x 297 mm
  - landscape: 210 x 147 mm + 3 mm Overlap

### Juniorpage
- **Type Area:** 137 x 190 mm
- **Bleed Size:** 147 x 209 mm + 3 mm Overlap

### 1/4 Pages
- **Type Area:** portrait: 43 x 260 mm
  - landscape: 185 x 63 mm
  - classic: 90 x 63 mm
  - landscape: 185 x 30 mm + 3 mm Overlap

### 1/8 Pages
- **Type Area:** classic: 90 x 63 mm
  - landscape: 185 x 30 mm + 3 mm Overlap

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### Advertisements

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<tr>
<th>Advertisements</th>
<th>Format (MM)</th>
<th>Price € 4C</th>
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<tr>
<td></td>
<td>Breite</td>
<td>Höhe</td>
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<td>1/1 page</td>
<td>185</td>
<td>260</td>
</tr>
<tr>
<td>1/2 page portrait</td>
<td>90</td>
<td>260</td>
</tr>
<tr>
<td>1/2 page landscape</td>
<td>185</td>
<td>128</td>
</tr>
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<td>Juniorpage</td>
<td>137</td>
<td>190</td>
</tr>
<tr>
<td>1/3 page portrait</td>
<td>58</td>
<td>260</td>
</tr>
<tr>
<td>1/3 page landscape</td>
<td>185</td>
<td>85</td>
</tr>
<tr>
<td>1/4 page classic</td>
<td>90</td>
<td>128</td>
</tr>
<tr>
<td>1/4 page portrait</td>
<td>43</td>
<td>260</td>
</tr>
<tr>
<td>1/4 page landscape</td>
<td>185</td>
<td>63</td>
</tr>
</tbody>
</table>

### Preferred Positions

| Preferred Position | Inside front/back page, back page¹ | 210 | 297* | 4.200 |

¹ zzgl. 3 mm Beschnitt

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**Terms of Payment:**

Payment within 30 days without deduction.

**Bank Details:**

Commerzbank AG · Rheinstrasse 14 · 64283 Darmstadt, Germany
RT. No. 508 800 50 · Acc. No. 01 715 501 00
S.W.I.F.T. – BIC: DRES DE FF 508
IBAN: DE52 5088 0050 0171 5501 00

VAT Id-No.: DE 813481633 · Tax No.: 47020/21620

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Distribute additionally your technical contribution as a reprint under your target group.

**Reprint and PDF**

- **2 Pages** 4c, 135 g/m²
glossy art print
  - Print run 1,000 copies: 882.00 €
  - Print run 2,000 copies: 1,286.00 €

- **4 Pages** 4c, 135 g/m²
glossy art print
  - Print run 1,000 copies: 1,286.00 €
  - Print run 2,000 copies: 1,577.00 €

*plus VAT, postage and packaging

Further print runs and differing scales on request.

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

For further information on reprints please contact Susanne Ney,
Tel.: +49 (0) 6201 606 769 or visit our website at www.gitverlag.com/de/corporate/reprints/
**Circulation analysis**

<table>
<thead>
<tr>
<th>COPIES PER ISSUE</th>
<th>ISSUE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Copies per issue</td>
<td>12,500</td>
</tr>
<tr>
<td>+ VSOU and DKOU congress editions</td>
<td>1,000</td>
</tr>
</tbody>
</table>

**Distribution by reader**

- in hospitals: operating accident surgeons and orthopedic specialists: 82%
- in hospitals: Heads of Clinics, Administration and Purchasing: 7%
- elsewhere: conservative orthopedic specialists: 11%

**Use of “open files”**

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

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

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

**Transmission options**

- by e-mail to kerstin.kunkel@wiley.com
- by FTP at ftp.gitverlag.com/incoming
- by CD Rom to

Wiley-VCH Verlag GmbH & Co. KGaA
FAO: Kerstin Kunkel
Boschstrasse 12
69469 Weinheim, Germany
Tel.: +49 (0) 6201 606 731
Fax: +49 (0) 6201 606 790

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**Magazine format**

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

**Print methods**

Sheet offset

**Colours**

Euro scale

**Screen ruling**

70 ruling

**Loose inserts**

Minimum insert size: 105 x 148 mm (w x h)
Maximum insert size: 200 x 287 mm (w x h), the back fold must be on the long side (287 mm)

**Data format**

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

**Please observe the following points:**

1. Embed all text or convert it into streams.
2. Use only CMYK colours.
3. With pixel-oriented data formats (colour/greyscale), we require a resolution of at least 250 dpi. Bitmap files (line) should have a resolution of at least 1200 dpi.
4. For the creation of PDF files with Acrobat Distiller, we have provided you with a Joboptions file which can be downloaded at www.gitverlag.com/datentransfer.
5. Do not compress JPG files too strongly, or this will lead to visible loss of image quality. Use the “maximum” or “high” quality gradings.
6. Do not send pre-separated or DCS files.

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Sheet offset

**Colours**

Euro scale

**Screen ruling**

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5. Do not compress JPG files too strongly, or this will lead to visible loss of image quality. Use the “maximum” or “high” quality gradings.
6. Do not send pre-separated or DCS files.
Infektionen frühzeitig erkennen und vorbeugen

1/1 page article
4,000 characters incl. spaces + 1 image
Demonstrate the competence of your solution in practice!

Dual Mobility - Das Original

1/1 page advert
Show your product and increase your visibility to decision-makers and users!

Uniklinik Balgrist, Zürich/Schweiz setzt hectec mediCAD ein

2/1 page article
8,000 characters incl. space + 2 images
Demonstrate the competence of your solution in practice!

Der BreXis Kurzschaft

1/1 page advert
Show your product and increase your visibility to decision-makers and users!
THREE MEDIA CHANNELS

Orthopädie im Profil
The practice-related magazine for orthopedic and accident surgeons

Target group: orthopedic and accident surgeons as well as Heads of Clinics, Purchasing and Administration

Print run: 12,500 copies
OIP 01/13 VSOU edition: Publishing date: 01.–04.05.2013
OIP 02/13 DKOU edition: Publishing date: 02.10.2013

Management & Krankenhaus
The healthcare newspaper for decision-makers in in-patient healthcare

Target group: orthopedic and accident surgeons, Chief and Senior Physicians, Heads of Clinics, Purchasing and Administration as well as Top Management: Directors, Board, Administration Directors etc.

Print run: 30,000 copies
M&K issues with focus on Orthopedics + Traumatology

CROSSMEDIA PACKS

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<thead>
<tr>
<th>CROSSMEDIA PACKS</th>
<th>Orthopädie im Profil</th>
<th>Management &amp; Krankenhaus</th>
<th><a href="http://www.management-krankenhaus.de">www.management-krankenhaus.de</a></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>DIN A4 format</td>
<td>Magazine format: 350 mm x 510 mm</td>
<td>Banner, WhitePaper, Webcast Newsletter transmission for VSOU + DKOU</td>
</tr>
<tr>
<td></td>
<td>OIP 01 VSOU edition</td>
<td>M&amp;K 04 VSOU edition</td>
<td>1 x <a href="http://www.management-krankenhaus.de">www.management-krankenhaus.de</a></td>
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<tr>
<td></td>
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<td>M&amp;K 11 Medica edition</td>
<td>2 x Newsletter transmission</td>
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**GOLD**
€ 22,900
instead of: € 34,000

**SILBER**
€ 15,900
instead of: € 21,800

**BRONZE**
€ 8,900
instead of: € 11,200

www.management-krankenhaus.de
The online platform for decision-makers and specialists in clinic + medical technology

Target group: junior and senior decision-makers and specialists for clinics + medical technology

Traffic figures 2012
Page Impressions: 42,000
Visits: 20,000
Unique Visits: 18,000
Newsletter subscriptions: 10,000

M&K-Newsletter VSOU edition:
Publication date: 25.04.2013

M&K-Newsletter DKOU edition:
Publication date: 15.10.2013

CROSSMEDIA PACKS

- **GOLD**
  - 2 x appearances in OIP
  - 3 pages: 2 pages PR + 1 page advert, 4c

- **SILBER**
  - 2 x appearances in OIP
  - 2 pages: 1 page PR + 1 page advert, 4c

- **BRONZE**
  - 2 x appearances in OIP
  - 1 page: 1/2 page PR + 1/2 page advert, 4c

**Online distribution with direct engagement**
management-krankenhaus.de is designed for top executives and decision makers of German hospitals. Clearly structured and filled with detailed information, the portal offers various opportunities to gain exposure to the German healthcare market.

**Banner, Newsletter**

management-krankenhaus.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.

**Banner formats & Pricing:**

<table>
<thead>
<tr>
<th>Banner Type</th>
<th>Size/Dimensions</th>
<th>Price/Unit</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leaderboard</td>
<td>728 x 90 Pixel</td>
<td>€ 1,310 / month, run of site*</td>
</tr>
<tr>
<td>Full Banner</td>
<td>468 x 60 Pixel</td>
<td>€ 930 / month, run of site</td>
</tr>
<tr>
<td>Page Peel</td>
<td>500 x 500 Pixel</td>
<td>€ 1,950 / month, run of site</td>
</tr>
<tr>
<td>Wide Skyscraper</td>
<td>160 x 600 Pixel</td>
<td>€ 1,730 / month, run of site</td>
</tr>
<tr>
<td>Skyscraper</td>
<td>120 x 600 Pixel</td>
<td>€ 1,360 / month, run of site</td>
</tr>
<tr>
<td>Rectangle</td>
<td>180 x 150 Pixel</td>
<td>€ 1,470 / month, run of site</td>
</tr>
<tr>
<td>Medium Rectangle</td>
<td>300 x 250 Pixel</td>
<td>€ 1,820 / month, start page</td>
</tr>
</tbody>
</table>

* “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).

**Newsletter**

1. Wide Skyscraper (at top right): € 1,730
2. Product Feature: € 950 price for product information
3. Full-Banner (middle): € 930

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

**Whitepaper, Webcasts, Webinars**

- **Whitepaper**: € 830 for 6 months
  - Including: Teaser text, product photos, company contacts, PDF for download

- **Webcast**: € 830 for 6 months
  - Including: Teaser text, product video, company address

- **Webinar communication package (Audio)**:
  - One exclusive sponsor: € 9,920
  - Two sponsors: € 4,960 per sponsor
  - Three sponsors: € 3,310 per sponsor
  - Four sponsors: € 2,480 per sponsor

Webinars are online seminars with live-character – a brilliant instrument for lead generation. The webinar communication package not only includes the technical and organisational handling. Additional activities which generate an optimum of webinar attendees likes display advertising on the website, newsletters midterm and shortly before the webinar as well as print advertising.

**Jobs**: Job advertisement € 830 up to 3 months

**CHEManager Buyers’ Guide**

The CHEManager Buyers’ Guide is the company database for services, products, systems and components for the chemical and pharmaceutical industry. Utilize this platform for your success!

- Basic Company Entry: free
- Premium Company Entry: € 520 / 12 months
- Product Showcase: € 100 per Showcase, connected with Company Entry

**Product Information (in combination with PRO-4-PRO.com)**

- € 285 for 6 months / € 510 for 12 months
  - Including: Text (1,000 characters incl. blanks), product photo and company contacts. Your product information appears also at vertical product search engine PRO-4-PRO.com, segment process technology.
The Best Ideas for a Successful Campaign

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

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

Online: Banners, webinars and white papers in the appropriate portals for your target groups and customers. We combine this with an accompanying product and content presentation in our cross-sector product platform PRO-4-PRO.com.

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

Direct Marketing: Win new customers with direct mailings to a target group which is precisely defined according to industry, position as well as work and fields of interest. Over 2,000 selection criteria ensure you reach a precise target group. We would be pleased to help you with the creation of the text and design.

Print: Fine art or photo pieces of the product specialist article, which can be distributed at exhibitions, or via your salesforce or by way of direct negotiations, or can be placed on your website or sent as a mailing.

GENERAL TERMS AND CONDITIONS FOR ADVERTISEMENTS

1. These General Terms and Conditions shall apply to all contracts (hereinafter referred to as “orders”) relating to the publication of one or several advertisements (hereinafter referred to as “adverts”) in the magazines published by Magazines GmbH & Co. KG - at the instance and for the purpose of the future dissemination and marking in the placement of online advertising. The publisher shall also apply to orders for third-party supplements in the magazines published by the publisher. The client acknowledges these General Terms and Conditions upon placing an order.

2. Defining, contesting or supplementing general terms and conditions of advertising clients not to be recognized as an integral part of the contract, unless the publisher expressly approves them.

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

4. Upon contractual expiry, the client shall be entitled to release further adverts in addition to the volume stated in the order during the agreed time frame or that stated in clause 3.

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

6. Strokes for adverts and other marketing material to be published specifically and exclusively in issue-specific, specific publications or in specific relations in the publication must have the publisher’s written confirmation at a sufficiently early time – i.e. not later than the date specified in the order confirmation for the client to be able to be informed about the advert deadline of whether the order can be executed in the required manner.

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

8. The publisher reserves to the right to reject adverts – including individual adverts under a blanket contract – or adverts in general, on grounds of content, origin or technical format, on its own standard and justifiedly justified principles if the content of such contents contains legal or regulatory stipulations or if their publication is unacceptable for the publisher. This applies to orders submitted to branch offices, regional representatives or representatives. Orders for adverts or more blankets starting for the orderer once the template has been submitted and approved. Invoices, due to the format or appearance, may appear to the reader to be part of the newspaper or magazine, or which contain third-party adverts, shall not be accepted. Rejection of an order shall be communicated to the client in writing. In such cases, the publisher reserves the right to request new technical specifications or other advertising material.

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

10. Should any cancellations or changes of order regarding ready-to-print material or supplements be made by the client immediately after request or by the publisher, the cost of producing ordered ready-to-print material and/or producing ordered advertising material as well as of handling these products may be charged to the client and/or may be responsibility in the case of events where the deadline for the production of ready-to-print material and/or advertising material was delayed. Should you deliver defects in the ready-to-print material and/or advertising material which are not remedied within due time, the publisher reserves the right to rescind the order accordingly due to the technical quality of the ready-to-print material and/or advertising material promised to be supplied to the client. Should any deficiencies in the ready-to-print material and/or advertising material be remedied during the entire proper processing, but only become discerned in the printing operations and/or upon insertion, the client is not entitled to sue any claims on an inadmissible printout and/or insertion.

11. The client is responsible for the proper layout of the advert. In the case of a video and/or audio linked advertising video, barriers that cause a pop-up to open when called in on which audio and/or video content is reproduced the client is responsible for ensuring that the necessary approvals from VEMAX for musical performances and rendering are obtained. The client is responsible for all copyright associations and/or owners have been obtained.

12. The client shall be entitled to redress a production or a corrected replacement enchant in case of faulty or partly faultily, incorrectly or incompleteness printing of adverts, but only to the extent that the purpose of the advert is affected. This shall be excluded if the defect results from moment-ready-to-print material (low clause 10 above). Should the publisher alone the timeframe given to him to make or to replace the translation not be acceptable, the client shall be entitled to a reduction in pay or cancelation of the contract. Complaints – except if defects not obvious – must be asserted within four weeks from receipt of invoice and proof.

13. If the client’s claims for damages shall be excluded unless provided for otherwise hereafter. This exclusion of liability shall also apply in favour of the publisher’s legal representatives and vicarious agents in the event that the client, clients, claims against them.

14. Claims for damage on account of death, injuries or illness will be excluded as claims for damages caused by a violation of essential contractual obligations shall be exempt from the liability exclusion in paragraph 1. Essential contractual obligations shall mean the obligations, the fulfillment of which is necessary in order to achieve the objectives of the contract. Liability for damages caused by intentional or grossly negligent breaches of obligations on the part of the publisher for its legal representatives or business agents shall also be exempt from the liability exclusion.

15. The provisions of the German Product Liability Act (ProdHaftG) shall be nullified by the above.

16. Sample print-outs can only be provided after specific request. The client shall be responsible for the correctness of the returned samples.

17. The publisher shall revoke all error corrections at the client’s own risk and the publisher reserves the right to make any corrections which it believes necessary when working on behalf of the advertiser. Should the client fail to return within the specified period a sample sent on the client, the publisher for print on the above have been given in the required form of direct send the specified sample sent on the sample, the publisher for print on the above have been given in the required form of direct send the sample.

18. Unless any specific requirements have been given, the page size shall be calculated on the print size that is normal for the type of advert.

19. The client shall accept that the publisher cannot be held liable for any technical or editorial errors in the published text and design or for any breach of copyright or any other right or interest.

20. The publisher reserves the right to subcontract tasks or to have tasks subcontracted.

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