EMEA No.1
Magazine for Safety and Security
Europe, Middle East, Africa
Quality connects

According to the b2b Decision Maker Analysis by Deutsche Fachpresse, trade magazines are the primary source for information on products and services. Trade magazines highlight trends and market developments, initiate purchasing decisions and enjoy the highest level of credibility.

Advertisers take advantage of this positive image. Decision makers perceive those companies that continuously advertise in trade magazines as relevant suppliers in the market.

You too can rely on Wiley’s print and online publications as well as on our strong brands.

Trade magazines reach 94% of the b2b target group with their print and online publications.

GIT-SECURITY.com • GIT-SICHERHEIT.de • CHEManager.com • imaging-git.com • GIT-LABOR.de • laboratory-journal.com • LVT-WEB.de • inspect-online.com • md-Automation.de • management-krankenhaus.de • PRO-4-PRO.com • pro-physik.de • PhotonicsViews.com • WileyOnlineLibrary.com

Description

Standing out of all security publications in the field, GIT SECURITY has a unique approach to the market. GIT SECURITY reaches out to end-users of security and fire protection equipment in key branches and targets all channels of distribution, from manufacturers to distributors, installers, consultants, system integrators and planners. For marketers this approach offers the opportunity not only to push products and solutions into the market but also to create a pull from the market via targeting end-users.

With a qualified circulation of 20,000 copies and 4 issues per annum GIT SECURITY has the best market presence of all security magazines in the EMEA (Europe, Middle East, Africa) market.

The high circulation numbers in combination with a superior level of editorial quality and the good reputation are key assets of GIT SECURITY. Integration of systems is crucial for our market and GIT SECURITY takes this into account with its comprehensive approach to security, fire protection and safety. The publication deals with the diversity and complexity of safety and security topics and covers them for the permanent sections: Management, Security, Information Technology, Fire Protection and Safety. It presents market news and trends and it features products, companies and applications to the decision makers.

Combined with our product database www.PRO-4-PRO.com and the portal www.GIT-SECURITY.com we offer unique cross media opportunities.

Overview

Publication Frequency 4 issues per year
Volume 17th year 2020
Print Run 20,000
Publishing House Wiley-VCH Verlag GmbH & Co. KGaA Boschstrasse 12, 69469 Weinheim/
Germany
Web address www.GIT-SECURITY.com
Phone +49 (0) 6201 606 0
Fax +49 (0) 6201 606 791
Internet www.gitverlag.com
Publishing Directors Dr. Heiko Baumgartner Steffen Ebert
Corporate Sales
Director EMEA, Sciences
Commercial Manager
Advertising Administration
Subscription
Single Copy Rate
Subscription for students
ISSN
Content Analysis
Format of the magazine
Total pages
Editorial content
Advertising content
Inserts
Dr. Katja Habermüller
Jörg Wüllner
Claudia Vogel
€ 55.00 (+ VAT)
€ 16.30 (+ VAT, + Postage)
€ 27.50 (+ VAT)
2190-4367
4 issues
DIN A4, 210 x 297 mm
288 = 100 %
230 = 80 %
58 = 20 %
3
Distribution

 GIT SECURITY is the security publication with the largest distribution in the EMEA market (20,000 copies)

Circulation Breakdown

<table>
<thead>
<tr>
<th>COPIES PER ISSUE</th>
<th>COPIES</th>
</tr>
</thead>
<tbody>
<tr>
<td>Print Run</td>
<td>20,000</td>
</tr>
<tr>
<td>Total circulation</td>
<td>19,580</td>
</tr>
</tbody>
</table>

Breakdown of GIT SECURITY
EMEA coverage

<table>
<thead>
<tr>
<th>COUNTRY / REGION</th>
<th>% or Circulation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Circulation</td>
<td>20,000</td>
</tr>
<tr>
<td>USA</td>
<td>1%</td>
</tr>
<tr>
<td>United Kingdom</td>
<td>12%</td>
</tr>
<tr>
<td>Switzerland</td>
<td>2%</td>
</tr>
<tr>
<td>Spain</td>
<td>4%</td>
</tr>
<tr>
<td>Russia</td>
<td>10%</td>
</tr>
<tr>
<td>Germany</td>
<td>14%</td>
</tr>
<tr>
<td>Middle East</td>
<td>15%</td>
</tr>
<tr>
<td>Czech Republic</td>
<td>2%</td>
</tr>
<tr>
<td>Italy</td>
<td>4%</td>
</tr>
<tr>
<td>Nordic Countries</td>
<td>6%</td>
</tr>
<tr>
<td>France</td>
<td>5%</td>
</tr>
<tr>
<td>Poland</td>
<td>3%</td>
</tr>
<tr>
<td>Benelux</td>
<td>3%</td>
</tr>
<tr>
<td>South Africa</td>
<td>1%</td>
</tr>
<tr>
<td>Africa (exc. SA)</td>
<td>6%</td>
</tr>
<tr>
<td>Other countries</td>
<td>12%</td>
</tr>
</tbody>
</table>

Geographical Distribution

GIT SECURITY is targeting 50-50 the distribution channel for security products (distributors, installers, system integrators, planners and consultants / see breakdown distribution channel) and end-users of security products in key branches (security officers, heads of departments, project managers, facility managers and IT specialists / see breakdown end-users)

Beyond Brand Advertising

Reach your Community in a new way - Take advantage of our journals and industry-specific contacts, and our know-how from more than 200 years of publishing.

TARGETED EBLAST
Targeted, engaged audiences are waiting for your updates. GDPR compliant, we can make recommendations to ensure the most relevant professionals receive it.

WEBINARS
Cost-effective, real time interaction with your target audience to present changes, advancements and new developments delivered by industry leaders.

INFOGRAPHICS
Custom-created visual summaries of key factual information are engaging and easily digestible. You provide the raw material, and we’ll do the rest.

CUSTOM WEBSITES
Got tonnes of news, articles, videos and other great content? Let’s host it together on your own custom-built website, spiced with ethically, trusted Wiley content. Together we can make the perfect resource, accessible anytime, anywhere on any device.

POCKET GUIDES
Do people avoid accepting your brochures at conferences? Give them a bite-sized guide that fits in any pocket. Wiley content can also be added to make it a truly unique source of information.

Email
corporatesaleseurope@wiley.com

Corporate Solutions Homepage
corporatesolutions.wiley.com
ADVERTISEMENTS

<table>
<thead>
<tr>
<th>WIDTH/HEIGHT (mm)</th>
<th>PRICE € 4C</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/1 Page</td>
<td>185 x 260</td>
</tr>
<tr>
<td>1/2 Page portrait</td>
<td>90 x 260</td>
</tr>
<tr>
<td>1/2 Page landscape</td>
<td>185 x 128</td>
</tr>
<tr>
<td>Juniorpage</td>
<td>137 x 190</td>
</tr>
<tr>
<td>1/3 Page portrait</td>
<td>58 x 260</td>
</tr>
<tr>
<td>1/3 Page landscape</td>
<td>185 x 85</td>
</tr>
<tr>
<td>1/4 Page classic</td>
<td>90 x 128</td>
</tr>
<tr>
<td>1/4 Page portrait</td>
<td>43 x 260</td>
</tr>
<tr>
<td>1/4 Page landscape</td>
<td>185 x 63</td>
</tr>
<tr>
<td>1/8 Page classic</td>
<td>90 x 63</td>
</tr>
<tr>
<td>1/8 Page landscape</td>
<td>185 x 30</td>
</tr>
</tbody>
</table>

PREFERRED POSITIONS

| Title Page | Story² | 213 x 303 | 8,225 |
| Inside front/back page | 185 x 260 | 6,060 |
| Outside Back page | 185 x 260 | 6,440 |
| 1st right hand page in text | 185 x 260 | 6,040 |
| Belly Band | 450 x max. 100 | 6,540 |
| Title corner | 73 x 51 x 51* | 1,990 |
| Postcards² | on demand |  |

*plus 3 mm overlap above and on the right hand page

BOUND-IN INSERTS* | WIDTH / HEIGHT (mm) | PRICE €
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>2-page A4</td>
<td>210 x 297</td>
<td>4,695</td>
</tr>
<tr>
<td>3-page A4 + side flip</td>
<td>207 x 105 x 297</td>
<td>6,050</td>
</tr>
<tr>
<td>4-page A4</td>
<td>420 x 297</td>
<td>7,520</td>
</tr>
<tr>
<td>6-page A4</td>
<td>414 x 203 x 297</td>
<td>9,840</td>
</tr>
</tbody>
</table>

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

LOOSE INSERTS* | WEIGHT | PRICE €
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>up to 25 g</td>
<td></td>
<td>300</td>
</tr>
<tr>
<td>up to 50 g</td>
<td></td>
<td>390</td>
</tr>
</tbody>
</table>

BUSINESSPARTNER* (58 x 40 mm, w x h) | PRICE € 4C *
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>4 issues</td>
<td>250</td>
</tr>
</tbody>
</table>

*until cancelled, price per advertisement

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: Iris Biesinger
Tel.: +49 (0) 6201 606 555
ibiesinger@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: DE550110806161517443
BIC: CHA5DEFX

VAT-ID No.: DE 813481633 · Tax No.: 47020/21620
All prices are subject to 19% VAT.

The new price list comes into effect on 1 October 2019 and supersedes all previous price lists.
### Formats

1/1 Pages
- **Type Area/Bleed Size**
  - Portrait: 185 x 260 mm
  - Landscape: 210 x 297 mm
  - + 3 mm Overlap
- **Final Size:** 216 x 303 mm

1/2 Pages
- **Type Area/Bleed Size**
  - Portrait: 90 x 260 mm
  - Landscape: 185 x 128 mm
  - + 3 mm Overlap

Junior-page
- **Type Area/Bleed Size**
  - Classic: 90 x 128 mm
  - Landscape: 185 x 30 mm
  - + 3 mm Overlap

1/3 Pages
- **Type Area/Bleed Size**
  - Portrait: 58 x 260 mm
  - Landscape: 185 x 85 mm
  - + 3 mm Overlap

1/4 Pages
- **Type Area/Bleed Size**
  - Portrait: 43 x 260 mm
  - Landscape: 185 x 63 mm
  - + 3 mm Overlap

1/8 Pages
- **Type Area/Bleed Size**
  - Classic: 90 x 128 mm
  - Landscape: 185 x 30 mm
  - + 3 mm Overlap

### Technical Specifications

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

#### Print methods
- Roll offset
- Euro scale: 70 ruling

#### Loose inserts
- Minimum insert size: 105 x 148 mm (w x h)
- Maximum insert size: 200 x 287 mm (w x h)
- The back fold must be on the long side (287 mm)
- Minimum weight for single-sheets inserts: 150 g/m²

#### Delivery of loose inserts
- Delivery quantity: 20,200 copies

#### Delivery of bound-in inserts
- Delivery quantity: 20,500 copies

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

#### Data format
- We accept the following data formats: PDF, EPS, TIFF, JPG.

Please observe the following points:
1. Embed all text or convert it into streams.
2. Use only CMYK colours.
3. With pixel-oriented data formats (colour/greyscale), we require a resolution of at least 250 dpi. Bitmap files (line) should have a resolution of at least 1200 dpi.

4. For the creation of PDF files with Acrobat Distiller, we have provided you with a Joboptions file which can be downloaded at www.gitverlag.com/en/global/order_management/data_transfer.
5. Do not compress JPEG files too strongly, or this will lead to visible loss of image quality. Use the “maximum” or “high” quality gradings.
6. Do not send pre-separated or DCS files.

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

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

#### Transmission options
- **by e-mail** to claudia.vogel@wiley.com

Wiley-VCH Verlag GmbH & Co. KGaA
FAO: Claudia Vogel
Boschstrasse 12
69469 Weinheim, Germany
Tel.: +49 (0) 6201 606 758
Fax: +49 (0) 6201 606 790
## Dates & Contents

<table>
<thead>
<tr>
<th>ISSUE</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
</tr>
</thead>
<tbody>
<tr>
<td>Publishing Date</td>
<td>21.02.2020</td>
<td>12.05.2020</td>
<td>08.09.2020</td>
<td>11.12.2020</td>
</tr>
<tr>
<td>Advertising Deadline</td>
<td>07.02.2020</td>
<td>28.04.2020</td>
<td>25.08.2020</td>
<td>27.11.2020</td>
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## TRADE SHOWS / CONFERENCES

<table>
<thead>
<tr>
<th>Event</th>
<th>Dates</th>
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</thead>
<tbody>
<tr>
<td>Perimeter Protection, Nuremberg</td>
<td>14.–16.01.2020</td>
</tr>
<tr>
<td>Ifsec/Firex, Counter Terror Expo</td>
<td>19.-21.05.2020</td>
</tr>
<tr>
<td>Intersec, Dubai</td>
<td>13.-21.01.2020</td>
</tr>
<tr>
<td>SecuEx</td>
<td>Munich, 24.–23.06.2020</td>
</tr>
<tr>
<td>SICUR</td>
<td>Madrid 25.–28.02.2020</td>
</tr>
<tr>
<td>Intersec Building</td>
<td>Frankfurt, 08.–13.03.2020</td>
</tr>
<tr>
<td>U.T.Sec</td>
<td>Nuremberg, 04.–05.03.2020</td>
</tr>
<tr>
<td>Intersec Saudi Arabia</td>
<td>Jeddah, 13.–15.04.2020</td>
</tr>
<tr>
<td>Securex</td>
<td>Poznan, 21.–23.04.2020</td>
</tr>
<tr>
<td>The Security Event</td>
<td>Birmingham, 28.–30.04.2020</td>
</tr>
</tbody>
</table>

## BRANCH FOCUS

<table>
<thead>
<tr>
<th>Branch Focus</th>
</tr>
</thead>
<tbody>
<tr>
<td>Security + Safety for Public Transportation / Retail</td>
</tr>
<tr>
<td>Airports / Ports</td>
</tr>
<tr>
<td>Safe City / Stadium</td>
</tr>
<tr>
<td>Hotels / Banking</td>
</tr>
</tbody>
</table>

## SPECIAL FOCUS

<table>
<thead>
<tr>
<th>Special Focus</th>
</tr>
</thead>
<tbody>
<tr>
<td>Perimeter Protection</td>
</tr>
<tr>
<td>Access Control</td>
</tr>
<tr>
<td>Fire Protection</td>
</tr>
<tr>
<td>Intrusion Detection</td>
</tr>
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</table>

## Product Submission

- March 31

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**Magazine Overview**

**Dates & Contents**

**Prices & Formats**

**Technical Data**

**Distribution**

**Online**

**General terms of Business**

**Contact**

**Page 6**
GIT Business Web: www.git-security.com

GIT-SECURITY.com is designed for security professionals and offers various opportunities to gain targeted exposure to an international audience.

**Online-Advertisement**

GIT-SECURITY.com 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 & prices:

<table>
<thead>
<tr>
<th>Banner Type</th>
<th>Size (Pixel)</th>
<th>Price/Run of Site (€)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leaderboard</td>
<td>728 x 90</td>
<td>1,145</td>
</tr>
<tr>
<td>Full Banner</td>
<td>468 x 60</td>
<td>835</td>
</tr>
<tr>
<td>Wide Skyscraper</td>
<td>160 x 600</td>
<td>1,330</td>
</tr>
<tr>
<td>Skyscraper</td>
<td>120 x 600</td>
<td>1,070</td>
</tr>
<tr>
<td>Rectangle</td>
<td>180 x 150</td>
<td>1,330</td>
</tr>
<tr>
<td>Medium Rectangle</td>
<td>300 x 250</td>
<td>1,400</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).

- **Whitepaper**: € 1,005 for 6 months
  - Including: Teaser text, product photos, company contacts, PDF for download
- **Webcast**: € 1,010 for 6 months
  - Including: Teaser text, product video, company address

### Top Teaser Story

Promote your product, your application note, your event or any other highlight on the “cover page” of GIT-SECURITY.com. Reach your target group 24/7/365.

**Top Teaser Image** 510 x 286 Pixel  € 1,500 / 14 days*

**Scope of Service:**
- Picture, 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 Teaser Story. Additionally, your highlight remains for a total of six months in the portal’s database.

*In a rotation scheme with five other Top Teaser Stories. Text is subject to editorial criteria.

### Newsletter: Banner formats & prices

<table>
<thead>
<tr>
<th>Banner Type</th>
<th>Size (Pixel)</th>
<th>Price (€)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wide Skyscraper</td>
<td>160 x 600</td>
<td>1,095</td>
</tr>
<tr>
<td>Full Banner</td>
<td>468 x 60</td>
<td>950</td>
</tr>
<tr>
<td>Feature</td>
<td>see below</td>
<td>1,140</td>
</tr>
</tbody>
</table>

**Technical Data:**

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

**Banner:**
- Size of data: max. 100 KB
- Data formats: GIF, JPEG, PNG, HTML5, any kind of Redirect/Tag
- Target-website: please tell us the exact URL, where your banner should be linked to.

**Product Information/Newsletter-Feature:**
- 1 square picture, 1 rectangle picture
- Text: up to 2,000 characters
- Pictures: JPEG, PNG

**Webcasts:**
- Any video format is possible
- Size of data: max. 40 MB
Microsites
Focusing on your Topic

Microsites enable you to focus on a specific topic, thereby addressing potential customers specifically. This makes them an ideal tool for breaking into new markets, strengthening your image as an opinion leader and expert or establishing yourself in a new field and creating demand for your products. Whatever the goal of your communication might be, the success of a Microsite depends heavily on relevant and high quality content. Use our editorial content, our journalistic competence and our media to achieve success. Profit from the image transfer, credibility and scope of our media and use our target group portals as neutral platforms and disseminators.

**Microsite “BASIC”**
**Media Service**
Creation of the site, Hosting, Project Management, Evaluation, Online editing (as agreed), Banners and Product features provided by the client **

<table>
<thead>
<tr>
<th>Pre Running Time</th>
<th>Running Time</th>
<th>Running Time</th>
<th>Running Time</th>
</tr>
</thead>
<tbody>
<tr>
<td>At least 6 weeks for conception and promotion</td>
<td>3 months</td>
<td>6 months</td>
<td>12 months</td>
</tr>
</tbody>
</table>

**Promotion**
1 x Banner on Portal for 3 months; 1 x Product Feature in e-Newsletter
1 x Banner on Portal for 6 months; 2 x Product Feature in e-Newsletter
1 x Banner on Portal for 12 months; 3 x Product Feature in e-Newsletter

**Tariffs Microsite “BASIC” **

<table>
<thead>
<tr>
<th>Pre Running Time</th>
<th>Running Time</th>
<th>Running Time</th>
<th>Running Time</th>
</tr>
</thead>
<tbody>
<tr>
<td>€ 8,750</td>
<td>€ 15,500</td>
<td>€ 27,750</td>
<td></td>
</tr>
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</table>

**Microsite “PREMIUM”**
**Media Service**
Creation of the site, Hosting, Project Management, Evaluation, Online editing (if desired/agreed to), Banners and Product features provided by the client **

<table>
<thead>
<tr>
<th>Pre Running Time</th>
<th>Running Time</th>
<th>Running Time</th>
<th>Running Time</th>
</tr>
</thead>
<tbody>
<tr>
<td>At least 6 weeks for conception and promotion</td>
<td>3 months</td>
<td>6 months including 1 exchange of editorial content</td>
<td>12 months including 2 exchanges of editorial content</td>
</tr>
</tbody>
</table>

**Promotion**
1 x Banner on Portal for 3 months; 2 x Product Feature in e-Newsletter; 1 x Full Banner e-Newsletter
1 x Banner on Portal for 6 months; 4 x Product Feature in e-Newsletter; 1 x Full Banner e-Newsletter
1 x Banner on Portal for 12 months; 6 x Product Feature in e-Newsletter; 1 x Full Banner e-Newsletter

**Tariffs Microsite “PREMIUM” **

<table>
<thead>
<tr>
<th>Pre Running Time</th>
<th>Running Time</th>
<th>Running Time</th>
<th>Running Time</th>
</tr>
</thead>
<tbody>
<tr>
<td>€ 10,750</td>
<td>€ 19,250</td>
<td>€ 34,250</td>
<td></td>
</tr>
</tbody>
</table>

**Microsite “Stand alone”**

Multiply configurable websites based on Wordpress, incorporation of diverse media possible, search function, registration possibilities, external news feeds, incorporation of social media, optimization for mobile devices, evaluation etc.

<table>
<thead>
<tr>
<th>Pre Running Time</th>
<th>Running Time</th>
<th>Running Time</th>
<th>Running Time</th>
</tr>
</thead>
<tbody>
<tr>
<td>3 months</td>
<td>6 months</td>
<td>12 months</td>
<td></td>
</tr>
</tbody>
</table>

**Webinars
In Dialogue with your Target Group**

Enter into dialogue with your target group, generate leads and use the diverse possibilities for interaction with your clients (e.g. via the Chat function). Whether in real time or on demand you are offering your clients or co-workers valuable educational content and information independent of place, time or travel budget.

You can fully rely on our experts to assist you in the implementation. Experienced project managers look after all the technical and organizational details. The editorial department will advise and support you in questions about content and concept and a communications plan for the promotion of the webinar is, of course, also part of our concept.

**Webinar “BASIC”**
**Media Service**
Hosting, Project Management, Live-Streaming, Delivery of all Leads, Editorial Announcements Online Banner and Product Feature provided by the client **

**Promotion**
1 x Banner on Portal for 2 months; 1 x Product Feature in e-Newsletter; Reminder email to participants 24 hours and 1 hour before begin.

**Tariff Webinar “BASIC” **

<table>
<thead>
<tr>
<th>Conception, Promotion</th>
<th>Tariff</th>
</tr>
</thead>
<tbody>
<tr>
<td>10 weeks</td>
<td>€ 8,750</td>
</tr>
</tbody>
</table>

**Webinar “PREMIUM”**
**Media Service**
Hosting, Project Management, Live-Streaming, Delivery of all Leads. Editorial Announcements Online Banner and Product Feature provided by the client **

**Promotion**
1 x Banner on Portal for 2 months; 2 x Product Feature in e-Newsletter; 1 x Wide Skyscraper Banner in e-Newsletter, Reminder email to participants 24 hours and 1 hour before begin.

**Tariff Webinar “PREMIUM” **

<table>
<thead>
<tr>
<th>Conception, Promotion</th>
<th>Tariff</th>
</tr>
</thead>
<tbody>
<tr>
<td>10 weeks</td>
<td>€ 11,250</td>
</tr>
</tbody>
</table>

* Discount not available ** If desired the publishing house will create the printing material for an additional fee.
### Lead Generation Tool

- Extended company presentation 500 €
- Detailed company and product description
- Individual optimization for search engines (e.g. SEO for Google)
- Target-group specific banner placements

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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.

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### Banner in a product segment

<table>
<thead>
<tr>
<th>Price per month €</th>
<th>Rectangle Banner 180 x 150 Pixel</th>
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</thead>
<tbody>
<tr>
<td>745</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Price per month €</th>
<th>6 Months / price €</th>
<th>12 Months / price €</th>
</tr>
</thead>
<tbody>
<tr>
<td>Company presentation</td>
<td>500, one-time-fee</td>
<td></td>
</tr>
<tr>
<td>Product entry</td>
<td>320</td>
<td>565</td>
</tr>
<tr>
<td>Refresher</td>
<td>140</td>
<td>260</td>
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</table>

### Package deals

<table>
<thead>
<tr>
<th>Price per month €</th>
<th>Runtime</th>
<th>12 Months / price €</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pro Package</td>
<td>4 Product presentations</td>
<td>1,740</td>
</tr>
<tr>
<td>Premium Package</td>
<td>8 Product presentations</td>
<td>3,220</td>
</tr>
<tr>
<td>Business Flat</td>
<td>all your product texts that you send us within 12 months</td>
<td>5,210</td>
</tr>
</tbody>
</table>
General Terms and Conditions for Advertisements, Supplements, Digital and Online Advertising

1. These General Terms and Conditions shall apply to all contracts hereunder referred to as “orders” relating to the publication of one or several adverts of one advertiser hereunder “client” in the magazines of Wiley-VCH GmbH & Co. KGaA hereunder “publisher” for the purpose of dissemination and relating to the placement of online advertising on the publisher’s websites. They shall also apply to orders for intermediary supplements in the magazines published by the publisher. The client acknowledges these General Terms and Conditions sans opus clare an order and, by issuing contracts with the publisher, clients will not recognize an agreement to them, unless the publisher expressly agrees to them.

2. Orders for adverts and other marketing material to be published specifically and exclusively in specific issues, specific publications or in specific formats or the technical specifications of the publisher, punctually for the print materials deadline. The publisher shall request replacement for material and/or advertising material not be immediately discernible during the review process, but only become discernible in the printing operations. The publisher reserves the right to reject ordered ready-to-print material and/or advertising material which appears in a printed product within one year. (3) The provisions of the German Product Liability Act (ProdHaftG) shall not be affected by the above.

3. The publisher reserves the right to reject ordered ready-to-print material or supplements for or for the cancellation of the contract, to make the publication of further adverts dependent on the prepayment of the sum due and the settlement of outstanding invoices, regardless of the payment terms originally agreed.

4. The client is responsible for the publication of digital ready-to-print material or supplements for or for the cancellation of the contract. In the case of digital ready-to-print material, the client undertakes to deliver proper artwork, complying in particular with the format or the technical specifications of the publisher, punctually for the print materials deadline. The publisher reserves the right to reject ordered ready-to-print material or supplements for or for the cancellation of the contract, to make the publication of further adverts dependent on the prepayment of the sum due and the settlement of outstanding invoices, regardless of the payment terms originally agreed.

5. In the case of digital ready-to-print material or supplements for or for the cancellation of the contract, the client undertakes to deliver proper artwork, complying in particular with the format or the technical specifications of the publisher, punctually for the print materials deadline. The publisher reserves the right to reject ordered ready-to-print material or supplements for or for the cancellation of the contract. In the case of digital ready-to-print material, the client undertakes to deliver proper artwork, complying in particular with the format or the technical specifications of the publisher, punctually for the print materials deadline. The publisher reserves the right to reject ordered ready-to-print material or supplements for or for the cancellation of the contract.
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