

gis.

The Geoinformation
and Geo-IT Magazine



Wichmann

VDE
VERLAG

Media Kit 2023



www.gisPoint.de



2 Media Kit Journal

Journal

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3 Media Kit Journal

1 Title: gis.Business / gis.Science

2 Short Summary:

gis.Business is the magazine for geoinformation and geo-IT for the German-speaking world. It provides well-researched reports on pioneering technical developments and introduces practical applications for business, administration and science. Thematically, the entire process chain is covered, from data acquisition through analysis and evaluation to visualisation. Current reports, interviews, plus news and views guarantee a comprehensive industry overview.

The science journal gis.Science is the only scientific geoinformatics journal in the German-speaking world to present research results in this field. All submissions undergo a peer-review process compliant with international standards. At the interface between research and industry gis.Science provides interdisciplinary knowledge transfer for a multitude of applications.

3 Target Group:

gis.Business reaches manufacturers, system vendors, GIS and engineering consultants. gis.Business is addressed to decision makers in the geoinformation systems user industries, in particular decision makers in communities and government agencies, the power industry, hauliers, transport and logistics, architecture and planning, agriculture and forestry, trade, banks and insurance companies, and public safety.

gis.Science is addressed to geoinformatics specialists in research and development, both in universities and in enterprise and government agencies, as well as students of spatial sciences such as geodesy, geography, planning, the environment, etc.

4 Publication Frequency: 6 × gis.Business
4 × gis.Science

5 Size of Journal: DIN A4 (210 × 297 mm)

6 Volume: gis.Business: 28. Volume 2023
gis.Science: 36. Volume 20237 Subscription Rates: Annual Subscription
includes gis.Business and gis.Science

€ 143.–*

8 Organ: Organ of the DDGI Deutscher Dachverband
für Geoinformation e. V.

9 Memberships: AMF

10 Publishing House: Wichmann Verlag within VDE Verlag GMBH
Kaiserleistraße 8 A · 63067 Offenbach · Germany
www.gisPoint.de

11 Publisher: –

12 Advertising: Tammy Rößler, Media Consultant
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Dr. Maximilian Ueberham
gis-redaktion@vde-verlag.de

14 Content Analysis gis.Business 2021 = 6 Issues

Total Volume

336 pages = 100.0 %

Editorial Part

288 pages = 85.7 %

Advertisements

48 pages = 14.3 %

thereof publisher's own ads

21 pages = 6.3 %

thereof publisher's own inserts

4

*PD = Publication Date, AD = Advertising Deadline, ED = Editorial Deadline

Dates	No.	Cover Stories	Data Management	Technology	Special	Exhibitions
PD: 14.02.23 AD: 23.01.23 ED: 04.01.23	1/23	Energy Management/ Smart Cities: Regenerative Energies, BIM, Digital Twin, 3D City Models, Online Planning Information, Monitoring	Geo IT in Municipality and Administration/ Official Surveying 4.0: Digital Twin, E-Government, Big Data, Licensing Issues, WebGIS, Digitalization	Winners of the Wichmann Innovations Award 2022	Citizen Science 4.0 with Geodata/Open Data	Fossgis-Konferenz Berlin, 15.–18.03.2023 Münchner GI-Runde, Runder Tisch GIS e.V. München, 20.–21.03.2023
PD: 14.04.23 AD: 21.03.23 ED: 28.02.23	2/23	Water and Sewage, Sewer Tunnel Management, Disposal, Energy Sector: Flood Protection, Web and App Services, Network Information Systems	Agriculture and Forestry: Precision Farming, Environmental Monitoring, Forestal Road Information Systems/GIS	Laserscanning Photogrammetry & Remote Sensing	Geo-Apps, Monitoring, Early Warning Systems	Wasser Berlin, 15.–16.03.2023 BAU München, 17.–22.04.2023 Aero Friedrichshafen, 19.–22.04.2023 Small World User Group Tagung Chemnitz, 08.–10.05.2023 Internationales 3D-Forum Lindau, 09.–10.05.2023 Ligna Hannover, 15.–19.05.2023 E-World energy + water Essen, 23.–25.05.2023
with insert gis.Science 1/23						
PD: 23.06.23 AD: 31.05.23 ED: 09.05.23	3/23	Municipality and Administration 4.0: Digital Twin, Big Data, Spatial Data Mining, Cloud Computing, Data Security, Digitalization	Special Focus on GI_Salzburg 2023	Mobile Survey/ Mobile Mapping GNSS	Real-time Sensing	Intersolar München, 13.–14.06.2023 IP SYSCON Hannover, 20.–21.06.2023 digitalBAU conference & networking München, 04.–06.07.2023 GI_Salzburg23 Salzburg/Österreich, 04.–06.07.2023
with insert gis.Science 2/23						

1 Advertising Sizes and Rates: (Please add the appropriate value added tax to all rates. if applicable.)

			gis.Business	gis.Science
Formats Advertisements/ Advertorials	Width × Height in mm		Rate full colour	Rate full colour
	Bleed [add 3 mm bleed size on all four rims]	Type Area [column spacing: 6 mm]		
2/1 Page (Spread A4)	420 × 297	–	€ 6,900.–	€ 4,900.–
1/1 Page (A4)	210 × 297	183 × 250	€ 3,900.–	€ 2,750.–
Juniorpage	148 × 210	133 × 188	€ 2,650.–	€ 1,850.–
1/2 Page vertical	101 × 297	89 × 250	€ 2,200.–	€ 1,500.–
1/2 Page horizontal	210 × 147	183 × 122	€ 2,220.–	€ 1,500.–
1/3 Page vertical	70 × 297	58 × 250	€ 1,750.–	–
1/3 Page horizontal	210 × 105	183 × 78	€ 1,750.–	–
1/4 Page	101 × 147	89 × 122	€ 1,200.–	–
1/4 Page vertical	52 × 297	40 × 250	€ 1,200.–	–
1/4 Page horizontal	210 × 82	183 × 57	€ 1,200.–	–
1/8 Page	101 × 82	89 × 57	€ 950.–	–
1/8 Page vertical	52 × 147	40 × 122	€ 950.–	–
1/8 Page horizontal	210 × 40	183 × 29	€ 950.–	–

Smaller formats on request.

**2 Preferential Placements**

Cover Page: (1/1 Page 4c) € 3,750.–

Four-colored only. Format: 210 mm wide x 186 mm high + 3 mm bleed right and left. Other formats as agreed. No discounts can be given. Please be aware that the address label will be pasted at the bottom on the left-hand side. Logos must not exceed 40 x 40 mm. The Title Page image and the Inside Front Cover must fit into the journal's editorial standard. Please contact the editorial staff in case of queries. The publisher might dismiss ads with costs in case that these standards are not respected.

Inside Front Cover and Back Cover: (1/1 Page 4c) € 4,700.–

Inside Back Cover: (1/1 Page 4c) € 4,600.–

Binding Placement: € 250.–

3 Discounts: On purchase within one year, starting with the publication of the first advertisement. Only one discount scale can be applied.

Frequency Scale: 3 x 3 % 5 x 6 % 8 x 10 %

Volume Scale: 2 Pages 5 % 4 Pages 10 % 8 Pages 12 %

4 Recruitment and Classified Advertisements:

Seminars, Events, etc. **30 % discount with regard to the nominal price***
Job Offers **30 % discount with regard to the nominal price***

Box Number Charge € 10.–

*No additional discounts can be given.

5 Special Advertisements: (Technical Information on pages 10 and 11)

Bound-in Inserts gis.Business/gis.Science:

Discount: 1 sheet = 1 advertisement page.

Paper Weight	2-sided	4-sided	6-sided
up to 100 g/m ²	€ 1,650.–	€ 2,400.–	€ 3,200.–
up to 130 g/m ²	€ 1,900.–	€ 2,650.–	€ 3,600.–
up to 170 g/m ²	€ 2,000.–	€ 2,900.–	€ 3,900.–

Multiple pages and more than 170 g/m² upon request.

Loose Inserts: Inserts up to 25 g (no discounts): € 485.– %

Inserts with a higher weight on request.

Rates include postage. Inserts with a thickness of 3 mm up to 30 mm require additional postage.

Affixed Advertising Media:

Affixed Advertising Media are charged as inserts. Postcards, stickers, etc., affixed in a specific position on an advertisement (provided that machine processing is possible), will only be accepted in conjunction with a basic advertisement in the minimum format of 1/1 page.

We charge up to 25 g € 125.– %

(higher weights on request)

Charge for gluing € 105.– %

6 Contact, Advice, Booking:

Tammy Röbler, Media Consultant

Phone +49-69-84 0006-13 41, Fax -13 98

tammy.roessler@vde-verlag.de

7 Terms of Payment

Weberbank Actiengesellschaft, Berlin,

IBAN DE 36 1012 0100 6123 5490 39,

SWIFT/BIC WELADED1WBB

UniCredit Bank AG, Berlin,

IBAN DE 78 1002 0890 0002 6683 86,

SWIFT/BIC HYVEDEMM488

Payments are due in full within 30 days. The Publisher reserves the right to demand advances from new customers.

8 Media Kit Journal

- 1 **Size of Journal:** 210 mm wide, 297 mm high, DIN A4
Full Page Type Area: 183 mm wide, 250 mm high
4 columns, each 42 mm wide
- 2 **Advertising Print Material, Printing and Binding:** Offset printing (sheets or rolls), saddle stitch or glue binding is used.
- 3 **Electronic Data Submission/Data Media:** For digital media please use our email address anzeigen@vde-verlag.de or send a CD-ROM/DVD. Please remark on Delivery Note:
 - order name/name and issue of publication
 - final output format (specify a bleed of 3 mm, if applicable)
- 4 **Data File Formats:** We recommend the delivery of PDF data files. In addition, the following programs are supported:
 - Adobe Indesign/Photoshop/Illustrator up to Version CS6
 - Microsoft Word up to Version 2016At least the file must be ready to be printed: all fonts needed have to be included, continuous-tone pictures require a resolution of 300 dpi and line art pictures at least of 600 dpi. No password protection.
- 5 **Color Processing:** Process colors (CMYK) according to ISO 12647-2 (PSO), special colors on request. Our standard offset profile is "Coated FOGRA39 (ISO 12647-2:2004)" of ECI.
- 6 **Proof:** Color proofs for "standard print media" (bvdn). Digital proofs need to have the Fogra media wedge included to verify the color accuracy (available for purchase at the www.fogra.org). Proofs must have an official print control strip.
- 7 **Data Archiving:** Data will be archived, therefore unchanged repetitions are possible. But we do not provide a guarantee on data archiving.

8 **Guarantee:** Upon delivery of incomplete or incorrect data (text, colors, images), we assume no liability for printing results. Exposure errors due to incomplete or corrupted data files, incorrect preferences or incomplete information will be charged. This also applies to additional composition or reproduction work and for the consequences of incorrect proofs.

9 **Contact:** Leonie Ströver, Order Management
Phone +49-69/84 00 06-13 42
leonie.stroeve@vde-verlag.de

Important Information for a Smooth Production Flow

If not delivering a PDF/X-3 data file:

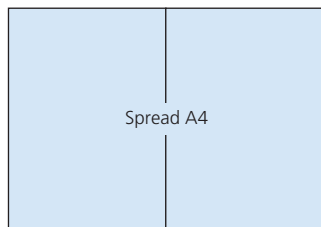
Please make sure that all files and data necessary for reproduction are included. All TIFF or EPS picture files (including logos) have to be supplied. Do not save files in JPEG or GIF Format.

Please make sure that all fonts used (in EPS files as well) are included or supplied additionally as printer and screen fonts.

We are not able to modify or correct any Postscript files.

For color advertisements you may only use the process colors cyan, magenta, yellow and black (CMYK), no RGB colors. If you are using special spot colors it must be denoted clearly as they have to be printed in a separate form and they are charged separately.

Please include a binding proof/laser printout.



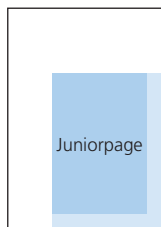
Spread A4

Bleed:
420 × 297 mm



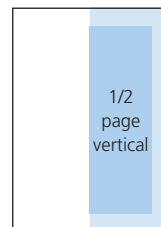
1/1 page A4

Type Area:
183 × 250 mm
Bleed:
210 × 297 mm

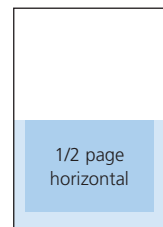


Juniorpage

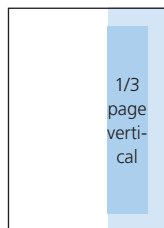
Type Area:
133 × 188 mm
Bleed:
148 × 210 mm

1/2
page
vertical

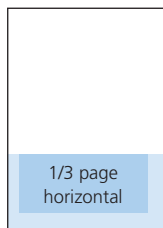
Type Area:
89 × 250 mm
Bleed:
101 × 297 mm

1/2 page
horizontal

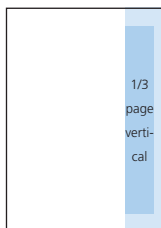
Type Area:
183 × 122 mm
Bleed:
210 × 147 mm

1/3
page
vertical

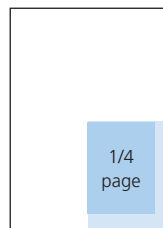
Type Area:
58 × 250 mm
Bleed:
70 × 297 mm

1/3 page
horizontal

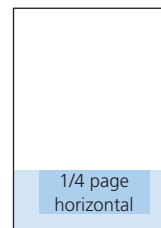
Type Area:
183 × 78 mm
Bleed:
210 × 105 mm

1/3
page
vertical

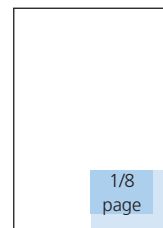
Type Area:
40 × 250 mm
Bleed:
52 × 297 mm

1/4
page

Type Area:
89 × 122 mm
Bleed:
107 × 147 mm

1/4 page
horizontal

Type Area:
183 × 57 mm
Bleed:
210 × 82 mm

1/8
page

Type Area:
89 × 57 mm
Bleed:
101 × 82 mm

Bound-In Inserts: Prior to the final acceptance we need a sample (or at least a dummy with the expected weight and dimensions) of the planned bound-in inserts. Bound-in inserts are only allowed if they promote the sales program of one company only. According to postal regulations they must be designed in such a way, that they cannot be misinterpreted as editorial pages. The placement of bound-in inserts is constrained to the technical possibilities. Bound-in inserts printed on a non-paper material are only allowed if the publisher has the consent of the postal authorities.

Formats: each sheet 306 mm high, 213 mm wide
(including bleed: 6 mm at the head, 3 mm at the foot, 4 mm at outer edge).

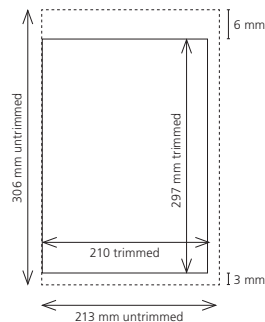
Copies required: 1,750 Copies (gis.Science)
4,500 Copies (gis.Business)
6,000 Copies (gis.Business, Intergeo Edition)

Technical Specifications: The bound-in inserts are to be delivered untrimmed (and folded, if applicable). The front page of the inserts have to be clearly marked. They have to be ready for insertion without the need of further work. If any additional folding and/or gluing work is necessary, it will be charged separately. If the insert consists of several pages, it has to be folded in such a way, that it is closed in the direction of the fold (direction of the insertion).

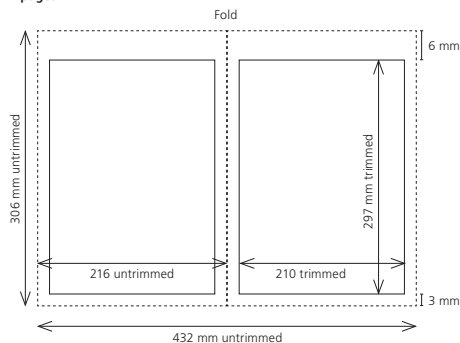
Delivery Address: Prepaid delivery, untrimmed and ready for insertion, with delivery note "For gis.Business/SCIENCE Edition... (No.)" to:

Druck- und Verlagshaus Thiele & Schwarz GmbH
Werner-Heisenberg-Straße 7 · 34123 Kassel · Germany

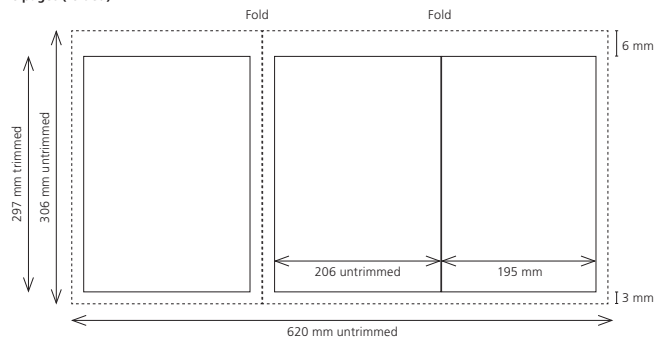
2 pages



4 pages



6 pages (folded)



Loose Inserts: Prior to the final acceptance we need a sample (or at least a dummy with the expected weight and dimensions) of the planned bound-in inserts. Bound-in inserts are only allowed if they promote the sales program of one company only. According to postal regulations they must be designed in such a way, that they cannot be misinterpreted as editorial pages. The placement of bound-in inserts is constrained to the technical possibilities.

Insertion Note: A free note is included in the table of contents.

Copies Required: 1,750 copies (gis.Science)
4,500 copies (gis.Business)
6,000 copies (gis.Business, Intergeo-issue)

Delivery Date: On request

Format: Maximum 205 mm wide × 292 mm high

Delivery Address: Prepaid delivery, untrimmed and ready for insertion, with delivery note "For gis.Business/SCIENCE Edition... (No.)" to:

Druck- und Verlagshaus Thiele & Schwarz GmbH ·
Werner-Heisenberg-Straße 7 · 34123 Kassel · Germany

Technical Specifications: Loose inserts have to be composed of one piece and must be ready for insertion without further treatment. If any additional work (e. g. folding) is necessary, it will be charged separately. Inserts printed on a non-paper material are only accepted after presentation of a final sample and if the publisher has the consent of the printing shop and the postal authorities. If the insert consists of several pages, it has to be folded in such a way, that it is closed in the direction of the fold (direction of the insertion).

Affixed Advertising Media: Affixed Advertising Media are charged as inserts. Postcards, stickers, etc., affixed in a specific position on an advertisement (provided that machine processing is possible), will only be accepted in conjunction with a basic advertisement in the minimum format of 1/1 page.

We charge up to 25 g

(heigher weights on request)

Charge for gluing

€ 125.– %

€ 105.– %

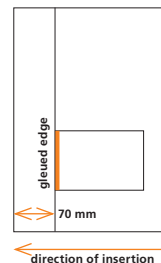
Other advertising material (samples, CD/DVD, etc.) is charged as loose insert.

Copies required: 1,750 copies (gis.Science)
4,500 copies (gis.Business)
6,000 copies (gis.Business, Intergeo-Edition)

Delivery Address for Affixed Reply Postcards:

Prepaid delivery and ready for insertion, with delivery note "For gis.Business/SCIENCE Edition ... (No.)" to:

Druck- und Verlagshaus Thiele & Schwarz GmbH ·
Werner-Heisenberg-Straße 7 · 34123 Kassel · Germany



1 Circulation Monitoring: –

2 Circulation Analysis: Average number of copies

Copies printed:	gis.Science:	1 750
	gis.Business:	5 000

Sold copies:

– by subscription:	1,178	thereof abroad: *	122
		thereof:	–
– other sales:	0	member-copies:	–
– individual copies sold:	0		

Free copies:	3,822	thereof abroad: *	0
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Surplus, archive, and specimen copies:

80

Status as of September 2022

* Mainly Austria and Switzerland

3 Geographical Distribution Analysis: –



Profile

1 Web Address: www.gisPOINT.de

2 Short Summary:

gis.POINT is the digital extension of the gis.Business, gis.Science and avn journals. With news, dates for your diary, an up-to-date job mart and regular blogs, the geoinformation and geodesy portal is developing into one of the most in-demand portals on the geoinformation and surveying scene. Also in great demand is the gis. Open zone, including conference presentations free to download. In the beginning of 2020, the geoindustry podcast gis.Radio has been added to the online portfolio and since then reaches a fast-growing community.

3 Target Group:

gis.POINT is aimed at producers, system vendors and surveyors, and GIS user sector decision makers in administration, the energy industry, agriculture and forestry, transport/navigation, architecture and construction planning.

4 Publishing House: Wichmann Verlag im VDE VERLAG GMBH
Kaiserleistraße 8A · 63067 Offenbach · Germany
www.gisPoint.de

Editorial Department: Dipl.-Geogr. Gerold Olbrich, Editor-in-Chief
Tel.: +49-69-84 00 06-11 21
gerold.olbrich@vde-verlag.de

Online-Advertising: Tammy Rößler, Media Consultant
Phone +49-69-84 00 06-13 41, Fax -13 98
tammy.roessler@vde-verlag.de

Technical Specifications

1 File Formats: GIF, JPG, JPEG, other formats on request

2 Delivery Address: Please send your advertising material/files for your campaign to the following address:
anzeigen@vde-verlag.de

3 Delivery Deadline: 7 days before start of campaign

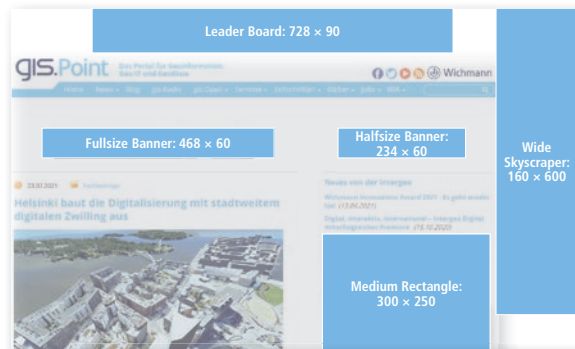
With this lead we have enough time to test your files and to ensure a correct delivery of your campaign. Delays are otherwise not at our expense.

On delivering your files we need the following data:

- customer name
- campaign name
- contact for questions/check back
- Target-URL/Click-URL
- Alt-Text/Title-Text (optional)

Reporting: You can request an evaluation of ad impressions and ad clicks.

1 Advertising Sizes and Rates



Format	Width x Height in Pixel	Rates* Category
Leader Board	728 x 90	€ 1,770
Wide Skyscraper	160 x 600	€ 1,210
Fullsize Banner	468 x 60	€ 550
Halfsize Banner	234 x 60	€ 390
Medium Rectangle	300 x 250	€ 990
Wallpaper	728 x 90 and 160 x 600	€ 1,785
Webcast/Whitepaper	3 months	€ 875
	6 months	€ 1,395
	12 months	€ 1,975
Online Advertorial		€ 960

1 Job Exchange: Job offers: 2 months € 550
every additional month: € 200

2 Discounts: –

3 Sections:

Home Page	Events
News	Magazines
Blog	Books/Shop
gis.Radio	Jobs
gis.Open	Wichmann Innovation Award (WIA)

4 Special Topics: –

5 Terms of Payment:

Weberbank Actiengesellschaft, Berlin.

IBAN DE 36 1012 0100 6123 5490 39, SWIFT/BIC WELADED1WBB

UniCredit Bank AG, Berlin.

IBAN DE 78 1002 0890 0002 6683 86, SWIFT/BIC HYVEDEMM488

Payments are due in full within 30 days. The Publisher reserves the right to demand advances from new customers.

Audience: 7,914 unique visitors per month
17,674 page impressions per month
Sources: eTracker (September 2021 – August 2022)

* = All rates are per month. Please add the appropriate value added tax to all rates, if applicable.

15 Media Kit Website

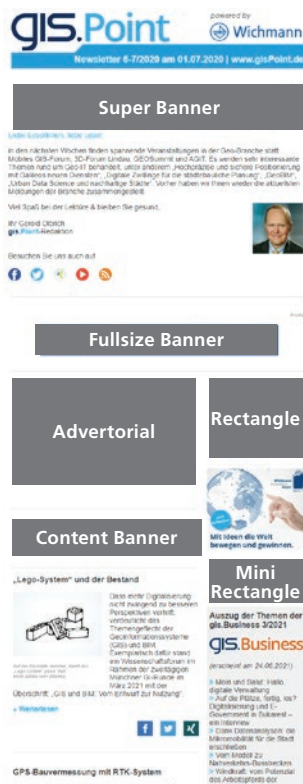
Short Summary:

The monthly gis.POINT newsletter summarises the leading news from the geoinformatics and geo-desy fields.

It includes the most recent company and industry, science and research news, in addition to product news. The newsletter is published in HTML format.

Frequency: monthly

- Issue 1 24.01.2023
- Issue 2 21.02.2023
- Issue 3 28.03.2023
- Issue 4 25.04.2023
- Issue 5 23.05.2023
- Issue 6-7 27.06.2023
- Issue 8 08.08.2023
- Issue 9 05.09.2023
- Issue S1 26.09.2023
(Intergeo Issue)
- Issue 10 24.10.2023
- Issue 11-12 28.11.2023

**Technical Specifications**

- 1 **Format of the newsletter:** HTML, text
- 2 **Delivery Address:** Please send your advertising material/files for your campaign to the following address: anzeigen@vde-verlag.de
- 3 **Delivery Deadline:** 7 days before start of campaign

With this lead we have enough time to test your files and to ensure a correct delivery of your campaign. Delays are otherwise not at our expense.

On delivering your files we need the following data:

- customer name
- campaign name
- contact for questions/check back
- Target-URL/Click-URL
- Alt-Text/Title-Text (optional, only for the html email)

- 4 **Contact:** Tammy Rößler, Media Consultant
Phone +49-69-84 00 06-13 41, Fax -13 98
tammy.roessler@vde-verlag.de

**1 Rates and Formats:**

Format	Width × Height in Pixel	Rates*
Super Banner	560 × 90	€ 700
Fullsize Banner	468 × 60	€ 485
Content Banner	360 × 70	€ 435
Rectangle	180 × 150	€ 580
Mini Rectangle	180 × 85	€ 360
Standalone Newsletter		€ 1,600

2 Advertorial: Rate: € 750.–

our offer:
 interview
 technical article
 case study/application report
 500 characters
 + image (600 px × 250 px (w × h), 150 dpi, max 1 MByte)
 + URL-link

3 Discounts: on request**3 Terms of Payment:**

Weberbank Aktiengesellschaft, Berlin,
 IBAN DE 36 1012 0100 6123 5490 39,
 SWIFT/BIC WELADED1WBB

UniCredit Bank AG, Berlin,
 IBAN DE 78 1002 0890 0002 6683 86,
 SWIFT/BIC HYVEDEMM488

Payments are due in full within 30 days. The Publisher reserves the right to demand advances from new customers.

1 Distribution: 1,912 Subscribers as of September 2022
2 Subscribers: gis.Point is aimed at producers, system vendors and surveyors, and GIS user sector decision makers in administration, the energy industry, agriculture and forestry, transportation/navigation, architecture and construction planning in addition to experts in research and development, and students of spatial sciences.

*= All rates are per month. Please add the appropriate value added tax to all rates, if applicable



Editorial Department



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Head of Editorial Department

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General Terms of Business of VDE VERLAG GMBH

for advertisements and third party inserts in magazines and books and for online advertising

1. Area of Application

Insofar as nothing else is expressly confirmed in writing by VDE VERLAG GMBH ("the Publisher") all contractual relationships of each of the Publisher's customers with the Publisher are governed solely by the following General Terms of Business. They are also solely binding when conflicting general terms of business of the Customer's have not been explicitly rejected by the Publisher.

2. Definitions

- 2.1. An advertisement is any promotional publication in printed materials or online offers of the Publisher.
- 2.2. An advertising order is a contract for publication of one or more advertisements of an advertiser or other person placing them on an online offer or in printed materials of the Publisher for the purpose of distribution. To become effective, such a contract must be confirmed in writing by the Publisher.
- 2.3. A standard advertising contract is one with a term of 12 months.
- 2.4. Online advertising is, for example, advertising banners, pop-ups, white papers, webcasts, microsites, webinars, special interest and/or keyword placements on the Publisher's online offers and in its electronic newsletters.

3. Rebates

Rebates on contracts with term of 12 months are based on the actual published scope of the advertisements during the 12 month period, insofar as the Publisher is not responsible for deviations from the agreed scope. In such a case the Customer shall pay the difference between the rebate granted in advance and the rebate as based on the actual scope of advertising.

4. Placement

- 4.1. The Customer shall notify the Publisher in good time before the closing time for advertisements in the event that advertisements, inserts and other supplements are to be published in particular numbers, particular editions or in particular places of printed matter.
- 4.2. Such a notification is made in good time if, assuming a normal course of business, the Customer can still be notified in writing in the event that the Customer's request cannot be carried out.
- 4.3. Placement requests for which a separate surcharge is not agreed are honoured solely at the Publisher's free discretion.
- 4.4. If the Customer decides that contrary to the original order an advertisement is not to appear in a preferred location, then the Customer must notify the Publisher of this in writing at least 6 weeks before closing time for advertisements.
- 4.5. Online advertising is placed by the Publisher at its equitable discretion with due consideration given to the interests of the Customer. Insofar as nothing else is agreed, the Customer does not have a right to a particular placement within the Publisher's online offers or newsletters.

5. Contents and Arrangement

- 5.1. The Publisher is entitled to refuse to publish advertisements, inserts or other supplements, as well as online advertising, because of its contents, its origin or its technical form, insofar as its contents violate applicable law or public morals or publication would be unreasonable for the Publisher. A publication is unreasonable for the Publisher if, for example, inserts or other supplements can give readers the impression, through their form or design, that these are parts of the printed matter for which the Publisher is responsible, or, if they contain advertising from any third party. The Customer will be notified of any such refusal to publish.
- 5.2. The publication of inserts and other supplements presupposes in principle that a sample has been submitted in advance.
- 5.3. Online advertising must be delivered by the Customer in accordance with the technical requirements of the Publisher no later than the deadline agreed in the order. The Publisher does not check whether or to what extent the advertising materials provided by the Customer are suitable for the Customer's advertising purpose and are in keeping with the Customer's needs. In the case of online advertising which due to its technical design allows collection and storage of usage data, the Customer assures that all such collection and storage of data is done in accordance with the statutory requirements (particularly those of the EU's General Data Protection Regulation (GDPR)).
- 5.4. Advertisements and online advertising which due to their editorial design cannot be recognized as such can be made recognizable as such by a clear notice such as "Advertisement" that is added by the Publisher.
- 5.5. The Customer warrants that the advertising materials supplied by the Customer as well as any linked target sites do not violate applicable law, and do not compromise or violate any rights of any type of any third party. In particular, the Customer warrants that the advertising materials are designed so that (a) the impression of a system message cannot arise and (b) all functional elements (e.g. search screens, pop-up menus, selection boxes) can actually be activated.
- 5.6. The Customer is responsible for timely delivery of printing materials. The Publisher's obligation to keep printing materials expires three months after the advertisement was published.
- 5.7. If the Customer does not notify the publisher of any dimensions for the advertisement, the Publisher will execute it in the smallest format that is possible.
- 5.8. The Customer assures that it is the holder of all required usage and exploitation rights for the advertisements and grants the Publisher a usage right to the advertising materials that is simple, non-exclusive, non-transferable, worldwide, and limited in time to the period and in contents to the purpose of the contract. The Customer agrees to indemnify the Publisher upon first demand of all claims of third parties that assert a violation of rights and to render the Publisher compensation for all disadvantages and damages the Publisher sustains in this connection.

6. Publisher's Warranty and Liability

- 6.1. The Publisher warrants the print quality customary for orders of the type in question, in the context of the possibilities prescribed by the printing materials. If the printed advertisement is entirely or partially illegible, incorrect or incomplete, and if the Publisher is responsible for this, then the Customer shall have a right, as the Customer may choose, to a reduction in the price of the advertisement or to a replacement advertisement unless a replacement advertisement would be possible only at disproportionate costs.
- 6.2. The Publisher shall place online advertisements during the agreed period of time and keep the relevant websites available. The Publisher warrants that the website(s) on which online advertisements appear are available at least 161 hours per week. If, during the period of the contract, this availability stays behind what is contractually agreed, then the Customer shall be entitled to a reasonable reduction of the price. This does not apply if the inferiority of performance is insignificant.

6.3. The liability of the Publisher for compensation for damages is limited to intention and gross negligence, insofar as there is no loss of human life, bodily injury or damage to health and insofar as there is no violation of essential contractual obligations. In cases of slightly negligence violations of essential contractual obligations, the Publisher is liable only for the amount of damages that are typical of this type of contract and that could be foreseen when the contract was concluded. Liability of the Publisher for slightly negligent violations of non-essential obligations is barred.

6.4. The Publisher is liable for damages which arise from malfunctions of internet lines, servers or other facilities only to the extent that such malfunctions lie within the Publisher's sphere of responsibility.

7. Proofs

Proofs are delivered only at the express request of the Customer. The Customer bears the risk that proofs are not delivered in time and that returned corrected proofs are not correct. If the corrected proofs are not received by the Publisher within the period of time specified by the Publisher, then permission to print will be deemed to have been granted when this period of time for receiving corrected proofs has expired.

8. Specimen Copies

After publication, the Customer shall receive a complete copy as documentary evidence. With job and occasional advertisements, the page on which the advertisement appeared will be sent as documentary evidence. If it is no longer to procure a specimen copy, the Publisher will certify in writing that the advertisement was published.

9. Prices

- 9.1. All prices are stated as net prices in addition to which the applicable statutory value added tax is to be paid.
- 9.2. Price changes that occur during the period of a 12 month contract with a company go into effect immediately, insofar as nothing else was already agreed.
- 9.3. The preparation of drawings, printing materials and significant changes in submitted printing materials are charged at cost.
- 9.4. Insofar as nothing else is agreed, online advertising is offered at monthly fixed prices. The Publisher does not guarantee particular levels of click rates, ad impressions, leads or other access statistics.

10. Review of Online Advertising

When online advertising is broadcast for the first time, the Customer will review it without delay for proper placement and report any errors to the provider within three working days. Online advertising to which no objections are raised within this period is deemed to have been accepted.

11. Cancellation of Online Advertising

- 11.1. Online advertising which has been ordered can be cancelled before the agreed date of first broadcast. Cancellation must be made in writing.
- 11.2. Cancellations received more than 8 weeks before the date of first broadcast are free of charge. Otherwise, the Publisher is entitled to invoice cancellation fees as follows:
 - cancellation between 8 weeks and 4 weeks plus 1 day before first broadcast: 50 % of the net order value,
 - cancellation between 4 weeks and 1 week plus 1 day before first broadcast: 75 % of the net order value,
 - cancellation 1 week or less before first broadcast: 100 % of the net order value.

12. Reduced Print Runs

A reduced print run constitutes a defect that justifies a price reduction only if the shortfall is 20 % or more with a print run of up to 50,000 copies. Then the price reduction is proportional to the shortfall.

13. Payment Conditions

Payments are due in full within 30 days. The Publisher reserves the right to demand advances from new customers.

14. Payment Default

- 14.1. If payment is not received within 30 days after the date of first appearance, then the Customer enters payment default even if there is no reminder. In a case of payment default by a customer which is an entrepreneur, the Publisher is entitled to charge a standard fee in the amount of 40 euros. This amount will be credited to compensation for damages in the event that the damages are based on the costs of collection. During the period of payment default, customers which are entrepreneurs are also charged default interest in the amount of 9 % above the base interest rate.
- 14.2. If the Customer is in payment default, the Publisher reserves the right to make further appearances of advertisements dependent on payment of advances even during an ongoing standard advertising contract.

15. Applicable Law and Place of Jurisdiction

- 15.1. This contract is governed by the law of the Federal Republic of Germany.
- 15.2. The place of fulfillment and jurisdiction for business with merchants, legal entities of public law and public law special funds is the legal domicile of the Publisher. If the place of residence or usual abode of the Customer is not known when litigation is filed or if the Customer has moved his, her or its residence or place of usual abode to a location outside the area of applicability of the ZPO (German Code of Civil Procedure), then it is agreed that the place of jurisdiction is the legal domicile of the publisher.

16. Data Processing

During the course of its business activity the Publisher uses a data processing system to process customer data in the framework prescribed by the EU's General Data Protection Regulation (GDPR) as permissible. A data protection officer has been appointed by the Publisher.

17. Other Regulations

The publisher does not take part in alternative dispute resolutions in front of consumer conciliation boards.

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Subject to changes of prices and errors.
The General Terms of Business of VDE VERLAG GMBH apply.

