MEDIADATEN

Decision-Makers Know-how for Food & Beverage
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.

LVT-WEB.de • CHEManager.com • CITplus.de • chmanager-online.com/reinraumtechnik • foodqualityandsafety.com • GIT-LABOR.de • laboratory-journal.com • md-Automation.de • PRO-4-PRO.com • WileyOnlineLibrary.com

Description

LVT Lebensmittel Industrie is the professional magazine for specialists and managers in the food and beverage industries and the associated packaging and machinery supply industries. News from the industry, specialist articles and practice-related contributions by users provide extensive information about all aspects of the value creation chain of these industries, providing readers with great ideas for the day-to-day solution of the technical challenges in the production, process technology and packaging of foods and beverages.

The core LVT readers are the decision makers responsible for production and process technology and the packaging of foods and beverages. Top management: proprietors, managers, directors. Middle management: plant managers, technical managers, planning and design managers, purchasing, QM, packaging, logistics and marketing. Technical specialists: engineers, designers, technicians, developers and planners.

You want to achieve more? Since 2016 we are going to offer you the new portal www.LVT-WEB.de for the food industry. Please read about further details on page 9.

Overview

<table>
<thead>
<tr>
<th>Publication frequency</th>
<th>8 issues per year</th>
</tr>
</thead>
<tbody>
<tr>
<td>Volume</td>
<td>65th year 2020</td>
</tr>
<tr>
<td>Circulation</td>
<td>11,000 (2nd quarter 2019)</td>
</tr>
</tbody>
</table>

Wiley-VCH Verlag GmbH & Co. KGaA
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+49 (0) 6201 606 100
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Roland Thomé

Corporate Sales
Dr. Kerstin Kunkel

Order Management
€ 118.00 (+ VAT)
€ 59.00 (+ VAT)

Subscription
1619-8662

Student Subscription
432 pages = 100 %
55 pages = 13 %

ISSN
DIN A4, 210 x 297 mm

Content analysis

Format of the magazine

Total pages

Editorial

Advertising

Inserts

462 pages = 100 %
377 pages = 87 %
55 pages = 13 %

18
Readers & Range of Topics

Top management
11.5% of LVT readers are responsible for company management.

Middle management
17.6% of LVT readers are executives with personal responsibility and technical know-how or knowledge of the industry or sector.

Technical specialists and decision-making specialists
43.0% of LVT readers are technical specialists. Their decision is essential for the selection of technical solutions and manufacturers.

27.9% of LVT readers are specialists and decision makers with regard to product development and marketing.
Regular Topics

**Production**
- **Plant construction and components**
  - Compressed air production, treatment, distribution, compressors, compressed air dryers, compressed air filters, compressed air accessories
  - Pumps, seals, valves, fittings
  - Operating technology
    - maintenance, building services engineering, ventilation, air-conditioning, refrigeration, lubricants and coolants
  - Plant construction and components
    - Engineering, fittings, valves, pipes, hoses, seals, pumps
    - Operating technology
    - Protective gases, technical gases, raw materials, energy, water

**Conveyor technology • Packaging • Logistics**
- Handling • Transport
  - Pallets, containers, big bags, silos, industrial trucks, conveyor belts, bucket elevators, feed systems

**IT and automation**
- **Software • IT**
  - ERP, MES, PLM, PPS systems, EDM, PDM software, Software solutions for planning, design and simulation
- Imaging and inspection
  - Cameras, inspection systems, X-ray systems, foreign objects check, vision sensors, thermography, high-speed cameras, material testing
- Automation • Instrumentation and control technology
  - Measuring and control devices for humidity, pH, pressure, flow, density, viscosity, filling level, temperature, angle, distance, Industrial PC's, touch panels, PLC, controllers, control, monitoring, bus and connection technology, switches, photoelectric beam detectors

**Food design, hygiene and monitoring**
- **Hygiene • Sterile, Clean room technology**
  - Aseptic filling and packaging, disinfection, pasteurisation, sterilisation, hygienic design, hygiene monitoring, HACCP, FDA, EHEDG, CIP and SIP compliant technologies, guidelines
- Analytix
  - Trace analysis, spectroscopy, mass spectrometry, chromatography, HPLC, quick tests, genomics, proteomics, metabolomics, PCR, process analysis
- Ingredients and additives
  - Flavours, minerals, emulsifiers, dyes, stabilisers, acidifying agents, antioxidants, preservatives, sweeteners, carbohydrates, gases

**Focus on the industry**
- **Beverages industry**
  - Ingredients, additives, raw materials, beverage concepts, product optimisation, sterile production, filling technology, brewing technology, packaging solutions, creative packaging, convenience packaging, labelling technology, conveyor technology, logistics
- **Baking industry**
  - Ingredients, additives, raw materials, spices, grain mills, silos, big bags, fermenting chambers and cabinets, treatment systems, ovens, cooling and refrigeration systems, stirring, mixing and heating machines, biscuit and cut biscuit machines, packaging, labelling technology, conveyor technology, logistics
- **Butchery and cooked meats industry**
  - Ingredients, additives, raw materials, spices, baking, frying and roasting systems, cooking and smoking systems, refrigeration technology, food safety and quality management, butchery and processing technology, transport and storage systems, cleaning systems
- **Dairy industry**
  - Ingredients, additives, raw materials, dairy technology systems, centrifuges, decanters, mixing, stirring, homogenising, emulsifying, pasteurisation and sterilisation systems, cheese smoking systems, packaging, labelling technology, conveyor technology, logistics

**Product-Forum**
- **Fittings • Seals • Valves, for Food and Beverage**
  - Hygienic design, eccentric screw, impeller, membrane, piston, ring piston, rotary piston, peristaltic, srew, sinus pumps
- **Pumping technology for food and beverages**
  - Compressed air technology
    - Compressed air production, compressed air consumption and distribution, compressors, separators, filters, dryers, compressed air purification
  - Process engineering, mixing
    - stirring, crushing
    - separating, sieving, filtering

**Specials**
- **Modern management and plant management**
  - Sustainability
    - Water, energy, raw materials, recycling, avoiding waste, environment, social responsibility
- **Energy efficiency**
  - Drive systems, air-conditioning, cooling, refrigeration technology, compressed air, waste recycling, cogeneration units, bio-gas systems, energy recovery, recycling, production processes, consulting and services
- **Interpack**
  - Measurement • Control • Regulation
    - Industrial PCs, touch panels, PLC, controllers, control, monitoring, bus and connection technology, switches, photoelectric beam detectors, sensors (pH, humidity, pressure, temperature, angle, distance), actuators, control technology, measuring devices for flow, density, viscosity, filling level
## Dates & Contents

<table>
<thead>
<tr>
<th>Issue</th>
<th>Dates</th>
<th>Trade Shows/Conferences</th>
</tr>
</thead>
<tbody>
<tr>
<td>7-8 August</td>
<td>03.08.2020</td>
<td>SPS – 23.01.2021</td>
</tr>
<tr>
<td>12 December</td>
<td>21.12.2020</td>
<td>ISM / Prosweets – 07.11.2020</td>
</tr>
</tbody>
</table>

### Specials
- Water, energy, raw materials, packaging, recycling, production processes, controlling, measuring
- Sustainability, quality assurance, mechatronics, ergonomics
- Modern management and plant management
- Food and beverages
- Pumping technology for food and beverages
- Focus on the topics

### Regular
- Forum
- Product
- Focus on the topics
- Regular topics

### Regular topics
- Food design, hygiene and monitoring
- IT and automation
- Automation, instrumentation
- Imaging and inspection
- Handling, transport
- Labeling, packaging
- Plant construction and components
- Process technology
- Hygiene, cleanroom technology
- Sustainability, plant management
- Additional topics

### Regular topics
- Batching and cooked meats
- Butchery and additives
- Analytics and additives
- Ingredients and additives
- Food processing and additives
- Food design, hygiene and monitoring
- IT and automation
- Automation, instrumentation
- Imaging and inspection
- Handling, transport
- Labeling, packaging
- Plant construction and components
- Process technology
- Hygiene, cleanroom technology
- Sustainability, plant management
- Additional topics

### Regular topics
- Sustainability
- Social responsibility
- Recycling, avoiding waste, environment
- Modern management and plant management
- Food and beverages
- Pumping technology for food and beverages
- Focus on the topics

### Regular topics
- Maintenance, sparing parts, component procurement
- Commissioning, start-up
- Consultancy, services
- In-house training
- Tooling, cutting tools, grinding wheels, abrasives
- Technical data, distribution, contact

### General terms
- International Business
- Online of Business
- Technic Data
- Contact
- Advertisements
- Sales

### Contents
- Sustainability
- Social responsibility
- Recycling, avoiding waste, environment
- Modern management and plant management
- Food and beverages
- Pumping technology for food and beverages
- Focus on the topics

### Contents
- Maintenance, sparing parts, component procurement
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### Contents
- International Business
- Online of Business
- Technic Data
- Contact
- Advertisements
- Sales
Attractive Topics …

LVT LEBENSMITTEL Industrie focuses on the most relevant topics for the target groups and their special economic requirements.

In 2018, the annual turnover of the food industry was 179.6 bn. €, of which 59.5 bn. € was generated abroad. With 608,553 employees in 6,119 companies, the German food industry is Germany’s fourth-largest industrial sector and leading in Europe (source: BVE figures). In 2018, the food industry continued to face high challenges such as rising production and wage costs and growing consumer and retail demands. Stronger official regulations increased bureaucracy through growing information and documentation obligations for companies. At the same time, many companies are setting themselves challenging high sustainability targets.

Conclusion: Prices and margins of the food and beverage industry are under pressure. In addition to wholesale market power, the prices for energy, water and commodities as well as personnel costs are rising. In specials such as sustainability, energy efficiency and modern management, LVT Lebensmittel Industrie provides information on possible solutions. Regular topics include software, IT, automation, imaging and inspection, mechanical and systems engineering, analytics, ingredients, labelling, packaging and logistics as well as hygiene, sterile and clean room technology.

Attractive price/performance ratio …

… with LVT LEBENSMITTEL Industrie: with a circulation of 11,000 and increased circulations for leading trade fairs LVT offers the reasonable cost-per-thousand model allowing you to reach substantially more potential customers than with other professional magazines – for the same amount of money. This, coupled with the focus on the crucial topics, makes LVT the perfect medium for your advertising campaign.

**Distribution**

**Circulation analysis (2nd quarter 2018)**

<table>
<thead>
<tr>
<th>COPIES PER ISSUE</th>
<th>COPIES</th>
</tr>
</thead>
<tbody>
<tr>
<td>Print run</td>
<td>11,000</td>
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<tr>
<td>Actual circulation</td>
<td>10,992</td>
</tr>
<tr>
<td>Of which abroad: (A, CH, Benelux)</td>
<td>1,275</td>
</tr>
<tr>
<td>Free copies</td>
<td>10,981</td>
</tr>
<tr>
<td>Archive and sample copies</td>
<td>8</td>
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**Analysis of recipients**

**POSITION IN COMPANY**

<table>
<thead>
<tr>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Technical management</td>
</tr>
<tr>
<td>Manufacture/Production</td>
</tr>
<tr>
<td>Process engineering and technology</td>
</tr>
<tr>
<td>Company management</td>
</tr>
<tr>
<td>Plant and machinery construction</td>
</tr>
<tr>
<td>Food design/Product development/QS and QM</td>
</tr>
<tr>
<td>Planning and scheduling</td>
</tr>
<tr>
<td>Purchasing</td>
</tr>
<tr>
<td>Marketing and sales</td>
</tr>
<tr>
<td>Research and development</td>
</tr>
<tr>
<td>Commercial management</td>
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</table>

**SECTORS**

<table>
<thead>
<tr>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Food and beverage industry</td>
</tr>
<tr>
<td>Packaging/Food machinery manufacturers</td>
</tr>
<tr>
<td>Engineering and planning offices</td>
</tr>
<tr>
<td>Universities and colleges of further education</td>
</tr>
<tr>
<td>Meat, fish</td>
</tr>
<tr>
<td>Bakery and pasta goods</td>
</tr>
<tr>
<td>Brewing industry</td>
</tr>
<tr>
<td>Dairy industry</td>
</tr>
<tr>
<td>Soups, seasonings, stocks, baby food</td>
</tr>
<tr>
<td>Confectionery</td>
</tr>
<tr>
<td>Mineral water and medicinal springs</td>
</tr>
<tr>
<td>Fruit juice industry</td>
</tr>
<tr>
<td>Ingredients and additives</td>
</tr>
<tr>
<td>Sugar, starch and starch products</td>
</tr>
<tr>
<td>Wine, sparkling wine, spirits</td>
</tr>
<tr>
<td>Fruit, vegetable and potato processing</td>
</tr>
<tr>
<td>Animal and vegetable oils and fats</td>
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</tbody>
</table>
## Prices & Formats

**ADVERTISEMENTS**

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

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

**PREFERRED POSITIONS**

<table>
<thead>
<tr>
<th>TITLE PAGE + STORY</th>
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<tr>
<td>213</td>
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<td>213</td>
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**BOUND-IN INSERTS**

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<thead>
<tr>
<th>WIDTH / HEIGHT (mm)</th>
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<tbody>
<tr>
<td>2-page A4</td>
<td>210 297</td>
</tr>
<tr>
<td>3-page A4 + side flip</td>
<td>207 105 297</td>
</tr>
<tr>
<td>4-page A4</td>
<td>420 297</td>
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</table>

*Head: 5 mm, Foredge: 3 mm, Foot + right: min. 3 mm

**LOOSE INSERTS**

<table>
<thead>
<tr>
<th>WEIGHT</th>
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<tr>
<td>up to 25 g</td>
<td>300</td>
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<tr>
<td>up to 50 g</td>
<td>385</td>
</tr>
</tbody>
</table>

**BuyersGuide**

Each printed line, per edition and keyword

40 mm/column 7.–

Total print run: 88,000

Minimum duration: 12 successive months or until cancelled. 28 keystrokes or 21 capitals per printed line. Addition of company / corporate logo possible (quotation by column / 2 mm column height)

**Native Advertising Plus**

With Native Advertising Plus you inform LVT LEBENSMITTEL Industrie readers with content which you or your PR agency have produced with the objective of increasing the level of awareness of your company.

The article communicates your know-how in the sector, establishes the experts in your company as thought leaders in the market and in turn has a positive effect on the perception of your brand. Integration of the content in the established look & feel of the editorial content of LVT LEBENSMITTEL Industrie, both in print and online, and with naming of the author together with contact information for feedback and enquiries.*

<table>
<thead>
<tr>
<th>SIZE</th>
<th>1/1 PAGE</th>
<th>1/2 PAGE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Price 4c (€)</td>
<td>€ 3,100</td>
<td>€ 1,600</td>
</tr>
</tbody>
</table>

*Due to legal regulations it is required to write the comment "Advertorial" above the article.

**Terms of Payment:**

Payment within 30 days without deduction.

**Bank Details:**

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

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

All prices are plus VAT. The new price list comes into effect on 1 October 2019 and supersedes all previous price lists.
### Formats

<table>
<thead>
<tr>
<th>Pages</th>
<th>Type Area</th>
<th>Bleed Size</th>
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<tbody>
<tr>
<td>1/1</td>
<td>185 x 260 mm</td>
<td>210 x 297 mm + 3 mm overlap</td>
</tr>
<tr>
<td>1/2</td>
<td>90 x 260 mm (portrait), 185 x 128 mm (landscape)</td>
<td>102 x 297 mm (portrait), 210 x 147 mm (landscape) + 3 mm overlap</td>
</tr>
<tr>
<td>Junior-page</td>
<td>137 x 190 mm</td>
<td>147 x 209 mm + 3 mm overlap</td>
</tr>
<tr>
<td>1/4</td>
<td>58 x 260 mm (portrait), 185 x 85 mm (landscape)</td>
<td>70 x 297 mm (portrait), 210 x 104 mm (landscape) + 3 mm overlap</td>
</tr>
<tr>
<td>1/8</td>
<td>43 x 260 mm (portrait), 185 x 63 mm (landscape)</td>
<td>54 x 297 mm (portrait), 210 x 82 mm (landscape) + 3 mm overlap</td>
</tr>
</tbody>
</table>

### Technical Specifications

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

**Print and binding methods**
- Sheet offset, adhesive binding
- Print profile: ISO Coated_v2_300 (39L)
- Colours: Euro scale 70 ruling
- 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)
- Minimum weight for single-sheets inserts: 150 g/m²

**Delivery of loose inserts**
- Delivery quantity: 11,200 copies

**Delivery of bound-in inserts**
- Delivery quantity: 11,500 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.

**Transmission options**
- *by e-mail* to kerstin.kunkel@wiley.com

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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
www.LVT-WEB.de supplies decision-maker know-how for technicians, qualified employees, and managers in the food, beverage, packaging and supply industries. www.LVT-WEB.de provides news, applications and information about new products and events to your target groups.

Bannerwerbung
Give your company an image, show your presence, communicate a product launch – in short: benefit from our scope. Complement your print campaign and increase your market penetration with an image campaign on www.LVT-WEB.de and improve your market penetration.

<table>
<thead>
<tr>
<th>Format</th>
<th>Size</th>
<th>Price</th>
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<tbody>
<tr>
<td>Leaderboard</td>
<td>728 x 90 Pixel</td>
<td>€ 830 / Monat, run of site*</td>
</tr>
<tr>
<td>Full Banner</td>
<td>468 x 60 Pixel</td>
<td>€ 600 / Monat, run of site</td>
</tr>
<tr>
<td>Wide Skyscraper</td>
<td>160 x 600 Pixel</td>
<td>€ 1,100 / Monat, run of site</td>
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<tr>
<td>Skyscraper</td>
<td>120 x 600 Pixel</td>
<td>€ 870 / Monat, run of site</td>
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<tr>
<td>Rectangle</td>
<td>180 x 150 Pixel</td>
<td>€ 1,090 / Monat, run of site</td>
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<tr>
<td>Medium Rectangle</td>
<td>300 x 250 Pixel</td>
<td>€ 1,150 / Monat, run of site</td>
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</tbody>
</table>

* "run of site" bedeutet, dass die Banner auf der gesamten Website angezeigt werden können. In Rotation mit max. drei weiteren Bannern.

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

- **Whitepaper**: € 875 for 6 months
  Including: Teaser text, product photos, company contacts, PDF for download

- **Webcast**: € 880 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 www.LVT-WEB.de. Reach your target group 24/7/365.

- **Top Teaser Image** 510 x 286 Pixel  € 1,500 / month*
  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: 1 month 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

Newsletter: Banner formats & prices

- **Wide Skyscraper** 160 x 600 Pixel  € 1,050
- **Skyscraper** 120 x 600 Pixel  € 950
- **Full Banner** 468 x 60 Pixel  € 850
- **Feature** see below  € 950

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, JPG, 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: JPG, PNG

- **Webcasts:**
  Data format: any video format is possible
  Size of data: max. 40 MB

Exclusive access to your customers
- **Single Sponsored Newsletter** 4,350 €
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.

Banner in a product segment
Rectangle Banner 180 x 150 Pixel

<table>
<thead>
<tr>
<th>Company presentation</th>
<th>6 Months / price €</th>
<th>12 Months / price €</th>
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</thead>
<tbody>
<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
Runtime 12 Months / price €

<table>
<thead>
<tr>
<th>Package deals</th>
<th>4 Product presentations</th>
<th>8 Product presentations</th>
<th>all your product texts that you send us within 12 months</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pro Package</td>
<td>1,740</td>
<td>3,220</td>
<td>5,210</td>
</tr>
<tr>
<td>Premium Package</td>
<td>8 Product presentations</td>
<td>3,220</td>
<td></td>
</tr>
<tr>
<td>Business Flat</td>
<td>all your product texts that you send us within 12 months</td>
<td>5,210</td>
<td></td>
</tr>
</tbody>
</table>
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.

<table>
<thead>
<tr>
<th>Microsite “BASIC”</th>
<th>Pre Running Time</th>
<th>Running Time</th>
<th>Running Time</th>
<th>Running Time</th>
</tr>
</thead>
<tbody>
<tr>
<td>Media Service</td>
<td>Creation of the site, Hosting, Project Management, Evaluation, Online editing (as agreed), Banners and Product features provided by the client **</td>
<td>At least 6 weeks for conception and promotion</td>
<td>3 months</td>
<td>6 months</td>
</tr>
<tr>
<td>Promotion</td>
<td>1 x Banner on Portal for 3 months; 1 x Product Feature in e-Newsletter</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Tariffs Microsite “BASIC” *</td>
<td>6 weeks</td>
<td>€ 8,750</td>
<td>€ 15,500</td>
<td>€ 27,750</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Microsite “PREMIUM”</th>
<th>Pre Running Time</th>
<th>Running Time</th>
<th>Running Time</th>
<th>Running Time</th>
</tr>
</thead>
<tbody>
<tr>
<td>Media Service</td>
<td>Creation of the site, Hosting, Project Management, Evaluation, Online editing (if desired/agreed to), Banners and Product features provided by the client **</td>
<td>At least 6 weeks for conception and promotion</td>
<td>3 months</td>
<td>6 months including 1 exchange of editorial content</td>
</tr>
<tr>
<td>Promotion</td>
<td>1 x Banner on Portal for 3 months; 2 x Product Feature in e-Newsletter; 1 x Full Banner e-Newsletter</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Tariffs Microsite “PREMIUM” *</td>
<td>6 weeks</td>
<td>€ 10,750</td>
<td>€ 19,250</td>
<td>€ 34,250</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Microsite “Stand alone”</th>
<th>Pre Running Time</th>
<th>Running Time</th>
<th>Running Time</th>
<th>Running Time</th>
</tr>
</thead>
<tbody>
<tr>
<td>Media Service</td>
<td>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.</td>
<td>3 months</td>
<td>6 months</td>
<td>12 months</td>
</tr>
<tr>
<td>Promotion</td>
<td>1 x Banner on Portal for 12 months; 6 x Product Feature in e-Newsletter; 1 x Full Banner e-Newsletter</td>
<td>18 weeks on request</td>
<td>on request</td>
<td>on request</td>
</tr>
</tbody>
</table>

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

Webinars
In Dialogue with your Target Group

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.

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” * 10 weeks € 8,750

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” * 10 weeks € 11,250

* Discount not available ** If desired the publishing house will create the printing material for an additional fee.
Digital Guides! Essential Knowledge Briefings (EKBs) offer a concise overview (5,000 words in length) of trending topics or technical specialties, with highly specialized content to your target audiences. Sponsorship opportunities are available within science and engineering, and healthcare.

Take your brand further or shape your market by sponsoring an EKB that delivers high-quality content to your target audience. Review and update annually, EKBS are an essential resource for professionals in both academia and industry looking to update their understanding of key developments within each specialty.

Go to Wiley Online Library, banner or product feature in a relevant newsletter (such as strikes, lock-outs, disruption of operations, etc.). After the cessation of such events, the publisher may either publish adverts in the next available issue within science and engineering, or withdraw from the contract – entirely or in part. In this context, the client shall be entitled to the same extent, 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.

1. These General Terms and Conditions shall apply to all contracts (hereinafter referred to as "orders") relating to the publication of one or several adverts of advertising (hereinafter "clients") in the magazines of Wiley-VCH GmbH & Co. KGaA (hereinafter "publisher") for the purpose of advertising the products or services of the client. The client shall apply to orders for print-ready supplements in the magazines published by the publisher. The client acknowledges these General Terms and Conditions upon placing an order.

2. Differences, conflicting or supplemental general terms and conditions of advertising clients will not be recognized as an integral part of the contract, unless the publisher expressly agrees to 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 print format within one year. The timeline begins on the date of appearance of the first advert, unless a different start date has been agreed in writing prior to the contract signing. The rate of discount is based on a form of the artwork submitted for approval. Before a digital transmission of artwork, the client is responsible for ensuring by means of the format or the technical specifications of the publisher, punctually for the print material deadline. The publisher shall request replacement for any damaged artwork (such as strikes, lock-outs, disruption of operations, etc.). After the cessation of such events, the publisher may either publish adverts in the next available issue. Where there is established doubt over the client's ability to pay, the publisher shall be entitled, even during the duration of an advertising 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 publication of proper print ready-to-print material or supplements or for publication of materials required for online advertising. In the case of digital ready-to-print material the client undertakes to deliver proper artwork, comprising in particular with the format of the technical specifications of the publisher, punctually for the print material deadline. The publisher shall not be responsible for any damages caused by the publisher or by other third parties in the course of the publisher’s obligations. Before a digital transmission of artwork, the client is responsible for ensuring by means of suitably technical means that the transmitted files are free of any computer viruses. Should the publisher discover computer viruses in files transferred by email, said viruses will be deleted immediately without the possibility of the client making any related claims.

5. Orders for advertising and other marketing material to be published specifically and exclusively in specific issues (specific publications or on specific pages) in the publication must reach the publisher in sufficient time – i.e. not later than on the date specified in the order confirmation – for the client to be able to influence the advert deadline or whether the client can be excluded in the respective media.

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

7. The publisher reserves the rights to advertising content – including individual adverts under a blanket contract – or orders for print-ready supplements in the magazines published by the publisher. The client acknowledges these General Terms and Conditions upon placing an order.

8. The publisher reserves the rights to advertising content – including individual adverts under a blanket contract – or orders for print-ready supplements in the magazines published by the publisher. The client acknowledges these General Terms and Conditions upon placing an order.

9. Unless any specific sizing requirements have been given, the amount to be charged shall be calculated based on the print size that is normal

10. If the client's claims for damages shall be excluded, unless provided for otherwise hereinafter. This exclusion of liability shall also apply in favour of the publisher's legal representatives and scions and agents in the event that the client's claims assets claims arise.

14. (1) The client's claims for damages shall be excluded, unless provided for otherwise hereinafter. This exclusion of liability shall also apply in favour of the publisher's legal representatives and scions and agents in the event that the client's claims assets claims arise.

15. The client shall be entitled to a reduction in payment or a corrected replacement advert in case of falsity or party illegible, incorrect or incomplete printings of adverts, but only to the extent that the purpose of the advert is affected. This shall be excluded of the defect results from incorrectly printed material (see clause 10 above). Should the publisher deliver the artwork prints to the client or ship the replacement advert

16. The client is responsible for publication of proper print ready-to-print material or supplements or for publication of materials required for online advertising. In the case of digital ready-to-print material the client undertakes to deliver proper artwork, comprising in particular with the format of the technical specifications of the publisher, punctually for the print material deadline. The publisher shall not be responsible for any damages caused by the publisher or by other third parties in the course of the publisher’s obligations. Before a digital transmission of artwork, the client is responsible for ensuring by means of suitably technical means that the transmitted files are free of any computer viruses. Should the publisher discover computer viruses in files transferred by email, said viruses will be deleted immediately without the possibility of the client making any related claims.

17. The publisher reserves the rights to advertising content – including individual adverts under a blanket contract – or orders for print-ready supplements in the magazines published by the publisher. The client acknowledges these General Terms and Conditions upon placing an order.