

# WILEY



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## 2024 Media Guide

# GIT SECURITY

Compelling solutions through  
strategic partnerships

[www.git-security.com](http://www.git-security.com)



# GIT SECURITY

***GIT SECURITY** has a unique approach to the market and is the premier journal in the field of security publications.*

***GIT SECURITY** reaches out to end-users of security and fire protection equipment in key industries and targets all channels of distribution – from manufacturers to distributors, installers, consultants, system integrators and contractors. This approach offers marketers the opportunity to not only push products and solutions into the market but also to create a pull from the market by targeting end-users.*

***GIT SECURITY's** market presence is the best of all security magazines in the EMEA market (Europe, Middle East, Africa) with a qualified circulation 4 issues of 20,000 copies each per year.*

*The high circulation numbers, in combination with a superior level of editorial quality and the journal's good reputation, are the key assets of **GIT SECURITY**. The 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 in the 5 permanent sections of Management, Security, Information Technology, Fire Protection, and Safety. The journal speaks to decision makers by presenting market news and trends, and featuring products, companies, and applications.*

*We offer unique cross-media opportunities through the combination of our product database **www.PRO-4-PRO.com** and our online portal **www.GIT-SECURITY.com**.*

*Starting in the fall of 2023, GIT SECURITY presents our new virtual symposium series titled **Wiley Industry Talks**, which is an event platform for a cross-industry exchange in the field of security.*

## Overview

**Publication Frequency**  
4 issues per year

**Volume**  
21<sup>th</sup> year 2024

**Print Run**  
20,000

**Publishing Directors**  
Dr. Heiko Baumgartner  
Steffen Ebert

**Commercial Manager**  
Jörg Wüllner

**Advertising Administration**  
Claudia Vogel

**Subscription**  
€ 57.30 (+ VAT)

**Single Copy Rate**  
€ 17.00 (+ VAT, + Postage)

**Subscription for students**  
€ 28.65 (+ VAT)

**ISSN**  
2190-4367

**Format of the magazine**  
DIN A4, 210 x 297 mm

## Content

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# Analysis

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

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

## Circulation Breakdown

Copies per Issue	Copies
Print Run	20,000
Total circulation	19,580

## Breakdown of GIT SECURITY EMEA coverage

Country / Region	% or Circulation
Total Circulation	20,000
Middle East	15
Germany	14
United Kingdom	12
Nordic Countries	7
Africa (exc. SA)	6
France	6
Spain	5
Italy	5
Poland	4
Benelux	3
Switzerland	2
Czech Republic	2
South Africa	2
USA	1
Other countries	17

## Breakdown END-Users

Section	%
Retail	20%
Transportation	16%
Banking/Finance	14%
Sport/Leisure	12%
Manufacturing Industry	10%
Airport Services	10%
Education	8%
Government/Critical Infrastructure	7%
Energy & Water	3%

## Breakdown Distributors

Section	%
Installers	33%
Wholesalers/Retailers	27%
Integrators	23%
System Vendors	10%
Contractors	7%

## Scope Print + Online

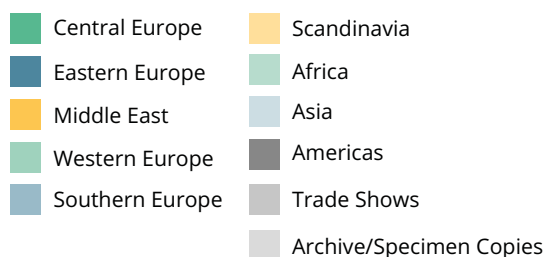
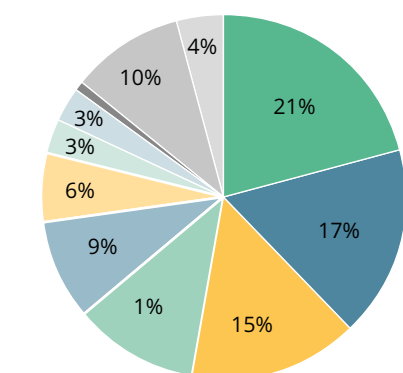
(Date: 31.08.2023)

Print	Copies/ Followers
Print	20,000
Digital/Social Media*	
www.git-security.com (monthly users)	6,800
LinkedIn	15,032
Twitter	2,139
Newsletter (DOI**)	8,379
<b>Scope total</b>	<b>52,350</b>

\* Sum of followers in our Editorial Team

\*\* DOI = Double-Opt-In: Every user is personally registered with a double opt in procedure which is why our opening rates are above 50 percent

## Geographical Distribution



# Prices & Formats

Advertisements	width / height (mm)	Price €
1/1 Page	210 x 297*	6,015
1/2 Page portrait	90 x 260	3,120
1/2 Page landscape	185 x 128	3,120
Juniorpage	137 x 190	3,335
1/3 Page portrait	58 x 260	2,395
1/3 Page landscape	185 x 85	2,395
1/4 Page classic	90 x 128	1,985
1/4 Page portrait	43 x 260	1,985
1/4 Page landscape	185 x 63	1,985
1/8 Page classic	90 x 63	1,420
1/8 Page landscape	185 x 30	1,420
Job Advertisements	25 % discount on regular advertisement prices	

## Preferred positions

Title Page + Story <sup>1</sup>	213 x 303	8,570
Inside front/back page <sup>1</sup>	210 x 297*	6,270
Outside Back page <sup>1</sup>	210 x 297*	6,650
1 <sup>st</sup> right hand page in text <sup>1</sup>	185 x 260	6,650
Belly Band	450 x max. 100	6,735
Title corner	73 x 51 x 51*	2,045
Postcards <sup>2</sup>	on demand	

\* plus 3 mm overlap on all sides

Bound-in inserts	width / height (mm)	Price €
2-page A4	210 x 297	4.985

\* Head: 5 mm; Foreedge: 3 mm; Foot + right: min. 3 mm

Loose inserts <sup>3</sup>	weight	
	up to 25 g	310
	up to 50 g	405

## 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 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:

Miryam Reubold, +49 (0) 6201 606 127, miryam.reubold@wiley.com

## BusinessPartner\* Price € 4c\*

4 issues 250

\* until cancelled, price per advertisement



Security Management ← 58 mm →

**Honeywell**

**Honeywell Security**

Novar GmbH  
Johannes-Mauthe-Straße 14 · 72458 Albstadt  
Tel.: +49(0)74 31/8 01-0 · Fax: +49(0)74 31/8 01-1  
www.honeywell.com/security/de  
E-Mail: info.security.de@honeywell.com  
Biometrics, video surveillance system  
access control, time recording

EXAMPLE



**BUSINESSPARTNER**  
– Presentation in  
each issue plus  
basic entry on  
**www.PRO-4-PRO.com/security.**

## Terms of Payment:

Payment within 30 days without deduction.

## Bank details:

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

VAT-Id.No.: DE136766623

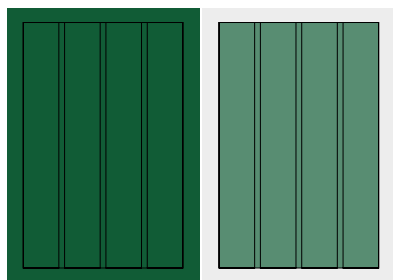
Tax No.: 47020/29082

All prices are subject to the statutory VAT.

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

- 1 Cancellation only possible up to 8 weeks before advertising deadline. Title page: the picture must be coordinated with publisher in advance and Wiley-VCH 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 Costs per thousand – including postage; no discount for loose inserts, sample must be sent before order can be accepted.

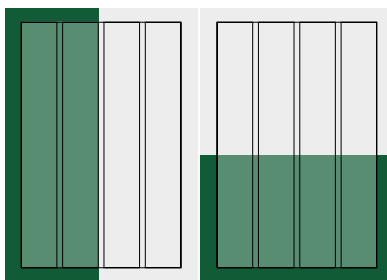
# Formats



**1/1** Page  
Type Area/Bleed Size

**Type Area:**  
185 x 260 mm

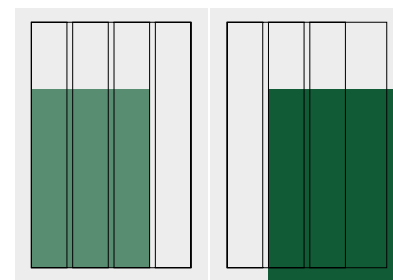
**Bleed Size:**  
210 x 297 mm



**1/2** Page  
Type Area/Bleed Size

**Type Area:**  
portrait: 90 x 260 mm  
landscape: 185 x 128 mm

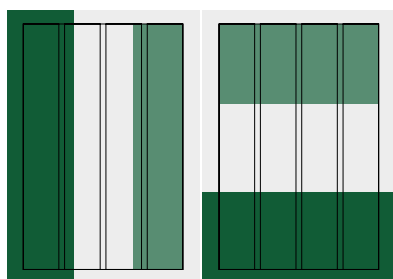
**Bleed Size:**  
portrait: 102 x 297 mm  
landscape: 210 x 147 mm



**Juniorpage**

**Type Area:**  
137 x 190 mm

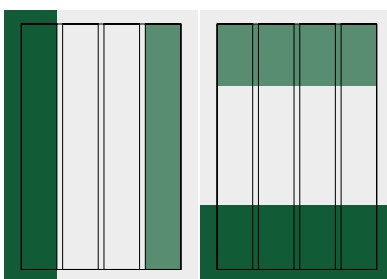
**Bleed Size:**  
147 x 209 mm



**1/3** Page  
Type Area/Bleed Size

**Type Area:**  
portrait: 58 x 260 mm  
landscape: 185 x 85 mm

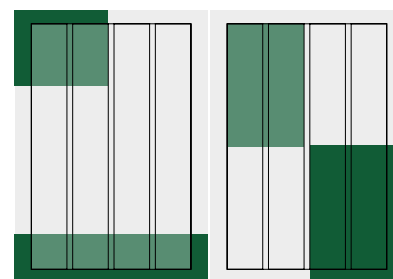
**Bleed Size:**  
portrait: 70 x 297 mm  
landscape: 210 x 104 mm



**1/4** Page  
Type Area/Bleed Size

**Type Area:**  
portrait: 43 x 260 mm  
landscape: 185 x 63 mm

**Bleed Size:**  
portrait: 54 x 297 mm  
landscape: 210 x 82 mm



**1/4 | 1/8**  
Page Type Area/Bleed Size

**Type Area:**  
classic: 90 x 128 mm

**Bleed Size:**  
classic: 102 x 147 mm

**Type Area:**  
classic: 90 x 63 mm  
landscape: 185 x 30 mm

**Bleed Size:**  
classic: 102 x 82 mm  
landscape: 210 x 49 mm

Please provide advertisements in bleed size with 3 mm overlap on all sides.



# 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

## Colours

Euro scale

## Screen ruling

70 ruling  
Print profile: ISO Coated\_v2\_300 (39L)

## 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/m<sup>2</sup>

## 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, we require a resolution of at least 250 dpi.
4. Do not compress JPG files too strongly, or this will lead to visible loss of image quality. Use the "maximum" or "high" quality gradings.

## To avoid errors, please observe the following:

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

## Transmission options

by e-mail to [claudia.vogel@wiley.com](mailto:claudia.vogel@wiley.com)



Wiley-VCH GmbH  
FAO: Claudia Vogel  
Boschstrasse 12  
69469 Weinheim, Germany  
Tel.: +49 (0) 6201 606 758

# Dates & Contents

Issue	1 February	2 May	3 September	4 December
Publishing Date	21.02.2024	22.05.2024	03.09.2024	27.11.2024
Advertising Deadline	05.02.2024	02.05.2024	16.08.2024	08.11.2024
Editorial Deadline	19.01.2024	17.05.2024	02.08.2024	25.10.2024
GIT-SECURITY.com Newsletter Send-Out	10 January (1) Intersec, 14 February (2), 13 March (3)	10 April (4), 15 May (5), 12 June (6)	10 July (7), 14 August (8), 4 Sept. Security Essen (9), 11 September (10)	16 October (11), 20 November IFSEC(12), 11 December (13)
<b>Branch Focus Security + Safety for</b>	Public Transportation / Retail	Critical Infrastructure / Airports + Ports	Safe City / Stadium	Hotels / Banking
<b>Special Focus</b>	Fire Protection / Safety	Access Control	Perimeter Protection / Intrusion Detection	Video Security
<b>Trade Shows / Conferences</b>	<b>Intersec</b> 16–18 January 2024, Dubai	<b>CTX</b> 19–20 June 2024, London	<b>Intersec Saudi Arabia</b> October 2024, Riyadh	<b>Intersec</b> January 2025, Dubai
	<b>Sicur</b> 27 February – 1 March 2024, Madrid	<b>SicherheitsExpo</b> 26–27 June 2024, Munich	<b>Security Essen</b> 17–20 September 2024, Essen	<b>IFSEC</b> 02–04 December 2024, London
	<b>Light + Building / Intersec Building</b> 03–08 March 2024, Frankfurt	<b>Feuertrutz</b> 26–27 June 2024, Nuremberg	<b>Expoprotection</b> 05–07 November 2024, Paris	<b>Perimeter Protection</b> 14–16 January 2025, Nuremberg
	<b>The Security Event</b> April 30 – May 2nd 2024, Birmingham			
	<b>GIT SECURITY AWARD DEADLINE</b> Product Submission March 31	<b>GIT SECURITY AWARD VOTING</b>		<b>GIT SECURITY AWARD PRESENTATION</b>
<b>Airport Safety + Security</b>	■	■	■	■
<b>Security Management</b> Market and Background, Market Trends, Security Services, Management Systems, PSIM	■	■	■	■
<b>Video Surveillance</b> CCTV, Data Recording, Transmission and Encryption, Video Analysis and Processing, Storage, Deep Learning	■	■	■	■
<b>Communication</b> Control Rooms, Communication Software, Alarm Systems, Radio & Intercom, Monitors			■	■
<b>Access Control</b> Terminals, Card Technology, ID cards, Locking Systems, Physical Access Control, Biometrics, RFID, Evacuation, Smart Access	■	■	■	■
<b>IT Security</b> Security Data Rooms, Network Security, Back-Up Systems, Data Protection			■	
<b>Perimeter Protection</b> Fences, Intrusion Prevention, Intruder Alarm, Motion Detection, Barriers, Automatic Number Plate Recognition	■	■	■	■
<b>Fire Protection</b> Fire Prevention, Fire Detection, Evacuation, Alarm Systems, Extinguisher Systems	■	■	■	■
<b>Work Safety/Alarm Systems</b> Gas Detection, Alarm Systems, Personal Safety Equipment, Explosion Detection, Handling of Hazardous Materials	■	■	■	■

# Website: [www.git-security.com](http://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.

Leaderboard	728 x 90 Pixel	€ 1,490 / month, run of site*
Wide Skyscraper**	160 x 600 Pixel	€ 1,380 / month, run of site*
Medium Rectangle	300 x 250 Pixel	€ 1,270 / month, run of site*

\* "run of site" means that the ad placements may appear on any page of the target site. They will be shown randomly in a rotating scheme by each new page impression (maximum of four banners at one position).

\*\* the mobile optimized version requires an additional Medium Rectangle format (300 x 250 px)

## Top Feature (Content ad)

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.

## Scope of services and specifications:

Text (up to max. 4,000 characters advisable), headline, intro (150 characters), At least one image (format 1.5:1, at least W x H 476 x 315 px, better 750 x 500 px, max. 250 KB), three additional images possible (format see above), Contact information

**Running Time:** 2 weeks prominent as a Top Feature Story. Additionally, your highlight remains for a total of six months in the portal's database **\*€ 1,580**

**Combinated Offer:** Top Feature on Portal + Newsletter **€ 2,650**

\* In a rotation scheme with three other Top Feature Stories. Text is subject to editorial criteria.

## Whitepaper | Application Note

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

## Scope of Service:

Teaser text, product photos, company contacts, PDF for download **€ 1,080 / 6 months**

## Webcast | Video

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

## Scope of Service:

Teaser text, product video, company address **€ 1,090 / 6 months**

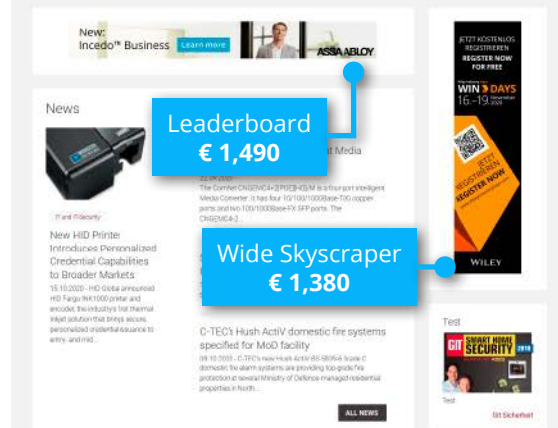
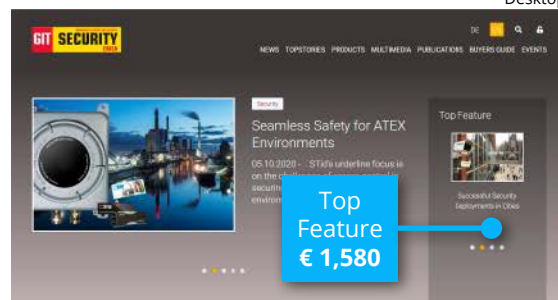
## Accesses to the website (Google Analytics)

Page Impressions/Month	8,200
Visits/Month	6,800
Unique Visits/Month	5,600

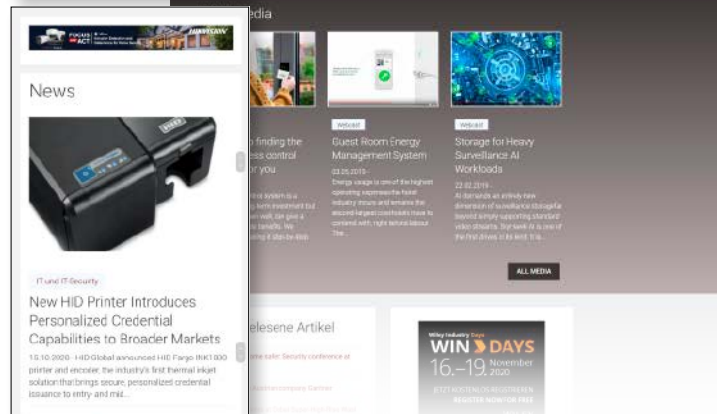
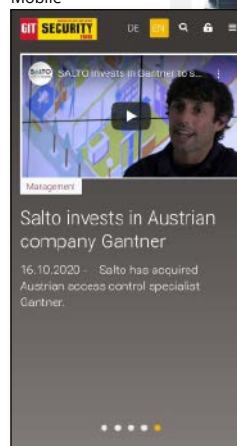
Mean values from the 1st half of 2023

See next page for technical specifications

Desktop



Mobile





# Newsletter

**GIT SECURITY** informs its newsletter subscribers monthly about current industry events, top news and application stories. It contains latest products, services and events.

## Newsletter: Banner formats & prices

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

Full Banner	468 x 60 Pixel	€ 1,160
Medium Rectangle	300 x 250 Pixel	€ 1,490
Feature Newsletter (Content ad)	Text (up to max. 4,000 characters advisable), headline, intro (150 characters), At least one image (format 1.5:1, at least W x H 476 x 315 px, better 750 x 500 px, max. 250 KB), three additional images possible (format see above), Contact information	€ 1,350
Content Ad direct		€ 1.350
Combo offer:		
Top Feature on website + newsletter		€ 2,650
Event announcement:		
name and date 50 characters, call-to-action		€ 490
70 characters, graphic 476 x 315 pixels, external link		
Job advertisement:		
description of position 50 characters, call-to-action		€ 550
70 characters, graphic 476 x 315 pixels, external link		

Material delivery at the latest 7 days before the dispatch date of the booked newsletter.

## Newsletter Key Figures 2020/2021

Number of recipients (DOI)	8,379
Open Rate (MV)	39.4 %
Click Through Rate (MV)	4.3 %

MV = Mean value of 24 newsletters sent out

## Technical Data

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

## Banner (Website)

Size of data: max. 200 KB

Data formats: GIF, JPG, PNG, HTML5, any kind of Redirect/Tag

## Banner (Newsletter)

Size of data: max. 200 KB

Data formats: GIF, JPG, PNG


## Target-website

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

## Webcast

Data format: any video format is possible

Size of data: max. 40 MB or Youtube link



The screenshot shows a newsletter layout with the following elements:

- Header:** GIT SECURITY EMEA logo.
- Image:** A portrait of Lisa Holland.
- Text:** "Dear readers," followed by a paragraph about the digital trade fair "The Wiley Industry Days, WIN>DAYS" from 16 to 19 November 2020. It ends with "Best regards" and "Lisa Holland for GIT's safety and security team".
- Medium Rectangle Callout:** A blue box pointing to a "Wiley Industry Days WIN>DAYS 14.-16. Feb. 2023" banner with the text "Medium Rectangle € 1,490".
- Feature Callout:** A blue box pointing to a "Salto invests in Austrian company Gartner" article with the text "Feature € 1,350".
- Full Banner Callout:** A blue box pointing to a "UNITED BY INSPIRATION" banner with the text "Full Banner € 1,160".
- Topstories Section:** Two articles are shown: "Assa Abloy: PIN Locking for any Interior Door" and "Successful Security Deploy".
- Exclusive Access Callout:** A blue circle at the bottom right with the text "Exclusive access to your customers Single Sponsored Newsletter 5,935 €".



**PRO-4-PRO.COM**  
PRODUCTS FOR PROFESSIONALS



#### Safety & Security

Products from the sectors Safety & Security Management, Fire Protection, Safety at Work, Building Security, Video Surveillance, Access Control and IT & Communication



#### Automation & Machine Vision

Products from the sectors Automation, Drives, Machine Vision / Optical Metrology, Industrial PC, Test and Measurement, Sensor Technology



#### Healthcare

Products from the sectors Medical Technology, clinical laboratory, Hygiene, Management, facility management and IT & communication



#### Laboratory / Biotechnology

Products from the sectors Laboratory Devices, Analysis, Microscopy and EDP/Software/LIMS



#### Process technology

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



#### Food Industry technology

Products from the sectors Logistics and Materials Handling, Packaging and Labeling, Food analysis, Plant Construction and Technical equipment

#### Safety & Security



08002027 - Automation + IT Security / Cyber Security

Product IT Systems from Cyber Threats

#### Intrusion prevention and next generation firewalls

The small "bump-in-the-wire" EtherCatch series IPS device and the EtherFire series IPS firewall protect critical assets such as PCs and HMI at the edge of OT networks.

EtherCatch and EtherFire, which feature OT certified DPI technology, can audit network traffic and provide users with visibility of existing users and connections, enabling administrators and operators to understand the health of more secure OT systems through fine-grained monitoring and control of their activity.

#### Real time visibility and controlled management

The Security Dashboard (SDC) software allows administrators to manage all IP systems from one location. The SDC can customize and automate security policies, monitor network activity in real time, and quickly perform policy, firmware and patch updates for the EtherCatch and EtherFire series.

#### Pattern-based virtual patching and intelligent threat protection

Pattern-based virtual patching significantly reduces a system's vulnerability to cyber threats. However, this remains a critical challenge in OT environments. Virtual patching techniques complement existing switch management processes by shielding against reconnaissance. Virtual patching acts as an operational emergency security tool that network administrators and operators can quickly deploy to remediate vulnerabilities in affected OT devices.

**MOXA**

Moxa Europe GmbH

Steinstraße 218

81875 München

Phone: +49 89 412 15 73 0

I am looking for

☐ an offer

☐ a catalog

☐ detailed information

Your request:

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Optimized  
for mobile  
devices

Modern  
design

Clear  
structure



**PRO-4-PRO.COM**

PRODUCTS FOR PROFESSIONALS

The Product Portal  
for Lead Generation

6 Months / price €

12 Months / price €

Company presentation	500, one-time-fee	
Product entry	335	585
Refresher	295	530

Package deals	Runtime	12 Months / price €
Pro Package	4 Product presentations	1,775
Premium Package	8 Product presentations	3,280
Business Flat	all your product texts that you send us within 12 months	5,315

# Advertising and Reprint Production Terms and Conditions

## Definitions

1. In these terms and conditions:

- (a) **"Wiley"** means the company within the John Wiley & Sons group that is providing the Advertising and Reprint services as set out on the Booking Confirmation or invoice issued by the Wiley group entity or its authorised agent.
- (b) **"Advertising"** means any advertisements requested by the Customer to be displayed in products owned or controlled by Wiley or any third party partner of Wiley and includes both advertising that appears in Wiley's or its third party partners' print publications ("Print Advertising") and advertising that appears electronically on any of Wiley's websites, or any application or other digital format owned or controlled by Wiley or any third-party partner of Wiley ("Online Advertising").
- (c) **"Customer"** means a person or entity who is placing an order for advertising or reprint production with Wiley and includes an advertiser on whose behalf advertising is placed, and any media agency or company that may arrange advertising or reprints for its clients.
- (d) **"Booking Confirmation"** means the confirmation provided by Wiley which sets out the details of the Advertising. For Reprints, it consists of an email confirmation sent by Wiley to confirm the Reprint order.
- (e) **"Insertion Order"** or **"Purchase Order"** means a document provided by the Customer for ordering Advertising or Reprints which confirms the agreed details.
- (f) **"Reprint"** means print or physical goods, being a specified number of reprints of articles or other material (for example, pre-loaded USBs), as requested by the Customer and/or ePrints which are digital versions of articles or other materials hosted by Wiley or its licensees and linked from a Wiley website, an email or a Customer website ("ePrints").
- (g) **"Reprint Quotation"** means a document supplied to the Customer by Wiley which sets out the details of the quotation for Reprints.
- (h) **"Terms"** means these terms and conditions.

## ADVERTISING TERMS

- 2. In submitting Advertising to Wiley, the Customer grants Wiley a worldwide, royalty-free, irrevocable licence to publish and print the Advertising as set out in the Booking Confirmation as well as the right to sub-license all such rights to any third-party provider.
- 3. Wiley will, or will instruct its affiliates to, use commercially reasonable efforts to publish the Advertising in the format and in the position as set out in the Booking Confirmation, however all Advertising is subject to editorial approval and Wiley reserves the right to vary the placement of Advertising within a print product or online site or digital product when necessary.
- 4. Wiley reserves the right at any time to refuse or withdraw from publication Advertising which is not in accordance with the specifications provided in the Booking Confirmation, these Terms or is otherwise inappropriate in Wiley's sole and reasonable discretion. Notwithstanding the foregoing, Wiley has no obligation to review or approve Advertising copy (for compliance, appropriateness, or otherwise). Wiley may publish the Advertising with a heading 'Advertising' or in some other manner to distinguish the advertising material from editorial material. If and to the extent that the Advertising does not conform to Wiley's then-effective production specifications, Wiley reserves the right to make technical modifications as necessary to conform to such specifications.
- 5. If Wiley is creating advertising copy on behalf of the Customer, Wiley will provide final copy for the Customer's approval by email.
- 6. Customer is solely responsible for compliance with all laws, standards, industry codes and other binding guidelines as to the content of the Advertising, whether created by Wiley on its behalf or provided to Wiley, including but not limited to all applicable medical advertising regulations.
- 7. The Customer will supply an authorised Purchase Order or Insertion Order to Wiley for Print Advertising and Online Advertising. Advertising bookings cannot be reserved without receipt of the aforementioned documents. Orders for booking of Online Advertising must be received at least 7 business days in advance of the proposed first run date. Wiley cannot guarantee that orders received after this time will be fulfilled. Customer shall book Online Advertising on a monthly basis unless otherwise expressly set out in the Booking Confirmation. Publication dates specified in the rate cards may be subject to changes at the discretion of Wiley; new publication dates will be communicated to the Customer prior to publication, at point of order confirmation where possible.
- 8. The Customer must submit the required copy for Print Advertising on the material submission date as set out in the Booking Confirmation ("Materials Due Date"). If a Customer fails to provide the Print Advertising copy for a confirmed booking by the Materials Due Date, the Customer may be charged for Print Advertising unless a cancellation has been approved by Wiley in writing. If Wiley accepts copy for the Print Advertising after the Materials Due Date, Wiley makes no representations that Print Advertising will be published and the Customer will have no claim against Wiley for credit or republication in the event of non-publication, or if the Print Advertising is published in another manner or format than as set out in the Booking Confirmation.
- 9. Customer must submit Print Advertising copy in compliance with the artwork and data specifications as set out in the Booking Confirmation, or as previously provided by Wiley in relation to the particular publication.
- 10. Customer shall deliver and shall be solely responsible for providing to Wiley all of the text, pictures, graphics, sound, video, programming code and other media which comprise the graphic or html file that comprises the Online Advertising in conformance with Wiley's delivery specifications.
- 11. Wiley makes no guarantees as to the number of visitors to any Wiley site or digital product or the number of impressions at any Wiley site or digital product, unless such guarantees are expressly made in writing by Wiley in the Booking Confirmation. Any 'impression goals' or the like provided are non-binding. Online Advertising described in the Booking Confirmation as '100% sponsorships' will not be subject to any impression or viewability guarantees.
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13. Unless specifically set out in the Booking Confirmation and agreed in writing by Wiley, Online Advertising will not be behind a registration barrier. The Customer acknowledges that Online Advertising placed on Wiley Online Library will be viewable by both subscribers and non-subscribers to Wiley Online Library. For the avoidance of doubt, Print Advertising may be viewable by non-subscribers to journals or periodicals.

14. In relation to Online Advertising to be included in email alerts to subscribers and other authorised users of Wiley's products ("Email Alerts"), Wiley cannot guarantee the send date of any Email Alert advertising unless otherwise expressly agreed in the Booking Confirmation.

15. The sole remedy for any failure by Wiley to provide any Advertising, is that the Customer will be provided with a period of Online Advertising or additional Print Advertising in an equivalent placement and for a set period of time as determined by Wiley. Wiley will not be responsible for any failures that are not caused by Wiley. Wiley cannot guarantee that such 'make-up' bookings can be made in the month following the initial Advertising period.

16. In submitting Advertising to Wiley, the Customer warrants and represents that:

- (a) publication of any Advertising (including any Advertising copy that is created by Wiley on behalf of the Customer which has been approved by Customer) in the manner set out in the Booking Confirmation will not breach or infringe any copyright, patent, trademark, trade secret or obligation of confidentiality or privacy, any law of defamation or obscenity, or any relevant law or regulation concerning advertising or promotions, including any medical advertising laws, industry codes or regulations;
  - (b) the Customer has the right to grant the licence to Wiley to use the Advertising as contemplated by these Terms;
  - (c) the Advertising is accurate, truthful and non- deceptive and does not violate any laws regarding false advertising;
  - (d) the Advertising does not violate any other applicable law, statute, ordinance or regulation, including without limitation any laws and regulations governing export control;
  - (e) the Advertising is not and does not contain content that is lewd, pornographic or obscene, excessively profane, racist, ethnically offensive, threatening, infringing, excessively violent, libellous, gambling-related, or promote any discriminatory activity, promote illegal drugs or arms trafficking, create a risk to a person's safety or health, compromise national security or interfere with an investigation by law enforcement officials or is offensive, misleading, deceptive or destructive, and does not promote, advocate or facilitate terrorism, terrorist-related activities or violence;
  - (f) Online Advertising does not create, facilitate the creation of or exploit any security vulnerabilities in a user's computer, promote programs which compensate or provide incentives to users for clicking ads or offers, performing searches, surfing websites or reading emails or contain viruses, trojan horses, worms, time bombs, cancelbots or other harmful or deleterious programming routines whether similar or dissimilar to the foregoing; and
  - (g) Customer has obtained written consent to display the name or image of any living person in any Advertising.
17. The Customer acknowledges that in relation to Advertising, Wiley makes no representation or warranty (i) that any publication of any Advertisement will be confined to persons resident in various countries (ii) of the exact number of page impressions that will be delivered, (iii) regarding the quality of reproduction of the Advertisements; or (iv) as to the availability of any Online Advertising site or digital product.
18. In addition to the Terms, the following clauses of the standard terms and conditions of the Interactive Advertising Bureau for Media Buys of Less than One Year ("**IAB Terms**") will apply to all Online Advertising services, with Wiley being the 'Media Company' and Customer being the 'Agency' and 'Advertiser' (unless the Customer is a media agency booking advertising on behalf of a customer in which case it will be the Agency, with its customer being the Advertiser):
- (a) Section II (Ad Placement and Positioning);
  - (b) Section IV (Reporting) (excluding clause IV(b));
  - (c) Section XII (Non-Disclosure, Data Usage and Ownership, Privacy and Laws)
  - (d) Section XIII (Third Party Ad Serving and Tracking)

In the event of any inconsistencies between the IAB Terms and these Terms, these Term will prevail, to the extent of the inconsistency.

## REPRINT TERMS

- 19. A Reprint Quotation will be provided to the Customer by Wiley. The Customer must provide a Purchase Order or return the Reprint Quotation and provide all relevant details in order to submit an order for producing the Reprint and in doing so, the Customer agrees to be bound by these Terms. Wiley may issue a Booking Confirmation to confirm the Order.
- 20. The Reprints are solely for the use of the Customer and may not be re-sold, posted on the internet (other than as permitted for ePrints in the format specified by Wiley) or reproduced in any other format or media without the express written permission of Wiley and payment of the appropriate licence fee. The Reprints must not be amended or modified in any way after delivery. If the Customer wishes to append or add any material to a Reprint it shall inform Wiley at the time of making the order and pay any additional fees charged by Wiley. Wiley reserves the right to accept or decline any such request in its sole discretion.
- 21. For ePrints, the Customer will be provided with a link and is entitled to the number of downloads of ePrints, as specified in the Reprint Quotation and/or Booking Confirmation. The Customer may opt to pay a premium price and have a print download option on ePrints if confirmed in the Booking Confirmation.
- 22. Wiley will use commercially reasonable efforts to deliver the Reprints by the date specified by the Customer (if any) in the accepted Reprint Quotation, however Wiley will not be liable for any non-delivery or late delivery.
- 23. It is the responsibility of the Customer to notify Wiley in writing of any damage or shortage within 30 days of the date of actual delivery of physical Reprints to the Customer. Wiley will take no responsibility for any damage or shortage notified after this period has expired.

# Advertising and Reprint Production Terms and Conditions

## PRICING

24. The price for the Advertising is set out in the Booking Confirmation. An invoice will be sent by Wiley to the Customer following print publication or digital campaign fulfilment.
25. The price for producing the Reprints is set out in the Reprint Quotation and is valid for 30 days from the date of issue. The price quoted includes a maximum of three (3) proofs of the Reprint. Should Customer require any additional proofs, these will be subject to an additional charge at the discretion of Wiley. If a Reprint Quotation has been provided in advance of the printing date, the details of the order may change upon printing. In this event, Wiley reserves the right to amend the Reprint Quotation to reflect any changes including, without limitation, page length. If a Customer requires a pro forma invoice, Wiley can issue an invoice after the order is confirmed.

## CANCELLATION

26. If the Customer wishes to cancel Advertising after the provision of an Insertion Order or Purchase Order, the Customer must immediately notify Wiley in writing. For Print Advertising, the Customer may, at Wiley's discretion, still be liable for any charges where cancellation requests are received after the Materials Due Date for that Advertising. For Online Advertising, unless the Booking Confirmation has specified that such Online Advertising is non-cancellable, the Customer may cancel Online Advertising on 14 days' written notice to Wiley with no penalty, provided that the Customer shall pay all fees for all Advertising within the 14-day notice period up until the effective date of termination and if there are any custom content or development for any Advertising, the Customer shall pay for the provision of all services performed up to the effective date of termination.
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28. Reprint cancellations will be subject to a cancellation fee based on the value of the total order (excluding shipping and expedited delivery charges) and the point in the production process which has been reached at the time Wiley receives the cancellation:

English Language		Translations	
Point of Cancellation	% of order value – excluding shipping & expedited delivery fees	Point of Cancellation	% of order value – excluding shipping & expedited delivery fees
Purchase Order / confirmed order received	5%	Purchase Order / confirmed order received	5%
Order sent to printer / Proof compiled	10%	Translation work started	50%
Proof approved by customer	25%	Proof approved by customer	75%
ePrint created	35%	ePrint created	35%
Copies printed / ePrint supplied	100%	Copies printed / ePrint supplied	100%

## GENERAL TERMS

29. If a Customer breaches these terms, fails to pay for Advertising or Reprints, enters into bankruptcy or where it is a corporation or other legal entity, passes a resolution for administration, winding up or liquidation, has a receiver or manager appointed, or enters into an arrangement with its creditors other than in the ordinary course of business, or any other event occurs or proceeding is taken with respect to the Customer in any jurisdiction which has an effect equivalent or similar to any of the events mentioned, then Wiley may, in its sole discretion and without limitation:
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  - cease publication of further Advertising or terminate an agreement for Advertising;
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  - exercise any other rights at law or equity.

30. Wiley will send invoices to the Customer at the address provided. Should a Purchase Order number be a prerequisite for payment of invoice, the Customer must supply this at the point of confirming the order. All delivery addresses must be accompanied by a contact name and telephone number, as well as a VAT number (relative to the country on the invoice address) or other business identifier or information as may be required by Wiley (eg. GST registration, W9 form) as notified by Wiley. Please note that Wiley is unable to accept any PO Box addresses.
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32. Customer shall pay all invoices in full will be made within 30 days of the date of an invoice, unless otherwise agreed in writing between the Parties.
33. If the Customer fails to make any payment due to Wiley under this Agreement by the due date, then, without limiting Wiley's remedies, the Customer shall pay interest on the overdue amount at a rate which will be the lesser of: (i) 0.5% per month, such interest to accrue on a daily basis from the due date until actual payment of the overdue amount, whether before or after judgement; or (ii) any relevant maximum statutory rate allowable in the jurisdiction where the Wiley entity is located, such interest to accrue in accordance with the relevant statutory provisions. Customer shall pay the interest together with the overdue amount.
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38. By submitting an order for Reprints and/or Advertising in the manner set out above, the Customer agrees to be bound by these Terms. In the event of any conflict, the order of precedence will be as follows: (i) these Terms, (ii) Booking Confirmation, (iii) Insertion Order or Purchase Order signed by both parties. Where general terms and conditions of business are proposed by the Customer, those will not have any application unless signed by Wiley.
39. All warranties and indemnities stated in these Terms will survive the termination of any arrangement or contract which is subject to these Terms.
40. The law of the corporate domicile of the Wiley entity which issues the Booking Confirmation and invoice to the Customer will govern these Terms, without regard to conflict of law rules. The parties agree to submit to the exclusive jurisdiction of the courts located in the corporate domicile of the aforesaid Wiley entity for the adjudication of all disputes arising in connection with these Terms.



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