2021
Your No. 1 in Safety and Security
GIT SICHERHEIT
www.git-sicherheit.de
GIT SICHERHEIT

GIT SICHERHEIT magazine reaches all decision makers involved in investment – in purchasing, through specialist departments and up to management level, in the private as well as in the public sector. This publication speaks to the whole distribution channel, from the manufacturer and all kinds of distributors along to the end-users. The magazine deals with the diversity and complexity of safety and security topics and covers them in regular sections: Management, Security, IT and IT-Security, Fire Protection and Safety. Decision makers and opinion leaders inform themselves with GIT SICHERHEIT about market news, products, companies, applications and trends.

With 25,000 printed copies (IVW-audited) GIT SICHERHEIT is the magazine with the highest circulation in the target markets of Germany, Austria and Switzerland. The outstanding high market penetration and the exceptional editorial quality is combined with a big variety of online information services: The Business Web GIT-SICHERHEIT.de and the product platform PRO-4-PRO.com make GIT SICHERHEIT the #1 publication.

Content

2 Description
3 Analysis
4 Analysis
5 Analysis
6 Prices & Formats
7 Prices & Formats
8 Formats
9 Technical Specifications
10 Dates & Contents
11 Dates & Contents
12 GIT Special Issue PRO-4-PRO
13 GIT Digital Platforms
14 Newsletter
15 PRO-4-PRO.com
16 References
17 WebSeminars & EKBs
18 General Terms and Conditions
19 General Terms and Conditions
20 Contact
21 Publisher

Overview

Publication Frequency
monthly, incl. 2 double issues, thereof 1 annual

GIT Special Issue PRO-4-PRO

Volume
30th year 2021

Print Run
25,000 (see www.ivw.de)

Membership
IVW

Publishing Directors
Steffen Ebert
Dr. Heiko Baumgartner

Commercial Manager
Jörg Wüllner

Advertising Manager
Miryam Reubold

Advertising Administration
Claudia Vogel

Subscription
€ 118 (+ VAT) per year
Print incl. digital issue as ePaper or PDF; same price for “print only” and “digital only” incl. annual GIT Special Issue PRO-4-PRO (published as GIT SICHERHEIT No. 7–8)

Single Copy Rate
€ 16.30 (+ VAT, + Postage)
Subscription for Students 50% discount

ISSN
0948-9487

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

Copies per Issue (IVW Q2/2020)

<table>
<thead>
<tr>
<th>Position in the Company / Organisation</th>
<th>%</th>
<th>Copies Ø</th>
</tr>
</thead>
<tbody>
<tr>
<td>CEO/Director/Owner</td>
<td>24%</td>
<td>ca. 5,880</td>
</tr>
<tr>
<td>Managing security/safety and/or fire officer</td>
<td>24%</td>
<td>ca. 5,880</td>
</tr>
<tr>
<td>Head of department / Purchasing / Project leader</td>
<td>18%</td>
<td>ca. 4,410</td>
</tr>
<tr>
<td>IT / DP Manager</td>
<td>12%</td>
<td>ca. 2,940</td>
</tr>
<tr>
<td>Works Manager / Production Manager</td>
<td>9%</td>
<td>ca. 2,205</td>
</tr>
<tr>
<td>Technical Manager</td>
<td>8%</td>
<td>ca. 1,960</td>
</tr>
<tr>
<td>Sales Manager / Product Manager / Marketing</td>
<td>5%</td>
<td>ca. 1,225</td>
</tr>
</tbody>
</table>

Controlled circulation, The variation to 100% of circulated copies was statistically calculated, Employees with decision influence are included as management. Copies per issue/average. Approximate data. Basis: Shipping data 2020 – projected to 2021.

Reach Print + Online 2021

<table>
<thead>
<tr>
<th>Branches</th>
<th>%</th>
<th>Copies Ø</th>
</tr>
</thead>
<tbody>
<tr>
<td>Processing industries, machine and system builders¹</td>
<td>29%</td>
<td>ca. 7.105</td>
</tr>
<tr>
<td>Wholesale and retail</td>
<td>7%</td>
<td>ca. 1.715</td>
</tr>
<tr>
<td>Transport and logistics</td>
<td>7%</td>
<td>ca. 1.715</td>
</tr>
<tr>
<td>Public sector, government offices and fire service</td>
<td>4%</td>
<td>ca. 980</td>
</tr>
<tr>
<td>Information technology, data processing and telecommunication</td>
<td>4%</td>
<td>ca. 980</td>
</tr>
<tr>
<td>Credit and insurance industry</td>
<td>4%</td>
<td>ca. 980</td>
</tr>
<tr>
<td>Leisure and tourism, health industry</td>
<td>4%</td>
<td>ca. 980</td>
</tr>
<tr>
<td>Production industry</td>
<td>3%</td>
<td>ca. 735</td>
</tr>
<tr>
<td>Transport and passenger transport (air, water, land)</td>
<td>3%</td>
<td>ca. 735</td>
</tr>
<tr>
<td>Suppliers</td>
<td>2%</td>
<td>ca. 490</td>
</tr>
<tr>
<td>General commercial, public and personal service providers</td>
<td>2%</td>
<td>ca. 490</td>
</tr>
<tr>
<td>Others</td>
<td>1%</td>
<td>ca. 245</td>
</tr>
<tr>
<td>Totals</td>
<td>100%</td>
<td>Ø ca. 24,500</td>
</tr>
</tbody>
</table>

Based on classification of the Statistischen Bundesamtes (National Statistics Office) and classification WZ Wiley. All values are average values, rounded to the nearest percent. Copies per issue/average. Basis: Shipping data 2020 – projected to 2021.

**DOI** = Double Opt-In: Our publishing house only dispatches in accordance with DSGVO / GDPR; Since each of our recipients personally sign up for our newsletter in accordance with data protection regulations; registered, the newsletters have an opening rate > 55 percent

**Unique Visitors per month**

GIT SICHERHEIT is important for me because it allows me to learn new aspects of safety and security.

Martin Merz, Senior Vice President, Global Head of Government Security (SAP)
Analysis

1 Processing Industries, Machine and System Builders  

<table>
<thead>
<tr>
<th>Industry</th>
<th>%</th>
<th>Copies Ø</th>
</tr>
</thead>
<tbody>
<tr>
<td>Machine and system builders, general</td>
<td>21 %</td>
<td>1,492</td>
</tr>
<tr>
<td>Electronics and electrical technology</td>
<td>20 %</td>
<td>1,421</td>
</tr>
<tr>
<td>Chemical and pharmaceuticals</td>
<td>17 %</td>
<td>1,208</td>
</tr>
<tr>
<td>Automobiles and suppliers</td>
<td>13 %</td>
<td>924</td>
</tr>
<tr>
<td>Measurement, controls, precision apparatus</td>
<td>9 %</td>
<td>639</td>
</tr>
<tr>
<td>Food and luxury foodstuffs</td>
<td>7 %</td>
<td>497</td>
</tr>
<tr>
<td>Automation and robotics</td>
<td>5 %</td>
<td>355</td>
</tr>
<tr>
<td>Printing and paper, packaging</td>
<td>5 %</td>
<td>355</td>
</tr>
<tr>
<td>Plastics and mineral oil industry</td>
<td>3 %</td>
<td>213</td>
</tr>
<tr>
<td>Totals</td>
<td>100 %</td>
<td>7,105</td>
</tr>
</tbody>
</table>

Based on classification of the Statistischen Bundesamtes (National Statistics Office) and classification WZ Wiley. All values are average values, rounded to the nearest percent. Copies per issue/average. Basis: Shipping data 2020 – projected to 2021.

2 Service Providers in the Security Industry  

<table>
<thead>
<tr>
<th>Service Providers</th>
<th>%</th>
<th>Copies Ø</th>
</tr>
</thead>
<tbody>
<tr>
<td>Constructors and installers</td>
<td>25 %</td>
<td>1,776</td>
</tr>
<tr>
<td>System integrators and system houses, incl. manufacturers</td>
<td>21 %</td>
<td>1,492</td>
</tr>
<tr>
<td>Dealers and distributors</td>
<td>16 %</td>
<td>1,137</td>
</tr>
<tr>
<td>Planners, architects and consulters</td>
<td>14 %</td>
<td>995</td>
</tr>
<tr>
<td>Security service providers incl. firefighters</td>
<td>23 %</td>
<td>1,634</td>
</tr>
<tr>
<td>Totals</td>
<td>100 %</td>
<td>ca. 7,105</td>
</tr>
</tbody>
</table>

Based on classification of the Statistischen Bundesamtes (National Statistics Office) and classification WZ Wiley. All values are average values, rounded to the nearest percent. Copies per issue/average. Basis: Shipping data 2020 – projected to 2021.

GIT SICHERHEIT is important to me because it is a good source of information for me in print and especially online.

Wolfgang Ehses, Head of Corporate Security bei Lanxess
Analysis

Summary of the Survey Methodology

1. Survey method:
Distribution analysis by data evaluation

2. Composition of data:
The recipient data contains the addresses of all recipients. The available postal information enables the data to be sorted into postcode areas and/or national and international recipients.

3. Recipient structure:
Recipient structure of an average edition according to sale format:
- Constant controlled circulation $\varnothing$ 56 %
- Variable controlled circulation $\varnothing$ 32 %
- Individual sale/Subscription $\varnothing$ 12 %

<table>
<thead>
<tr>
<th>Actual distributed editions (ADE)</th>
<th>29.300</th>
</tr>
</thead>
<tbody>
<tr>
<td>- Nationally</td>
<td>27.260</td>
</tr>
<tr>
<td>- Internationally</td>
<td>2.519</td>
</tr>
<tr>
<td>(Austria: $\varnothing$ 41 %)</td>
<td></td>
</tr>
<tr>
<td>(Switzerland: $\varnothing$ 38 %)</td>
<td></td>
</tr>
<tr>
<td>(ther countries: $\varnothing$ 21 %)</td>
<td></td>
</tr>
</tbody>
</table>

4. Population (surveyed portion)
Print run 2020 30,000 = 100 %
of which not included in the survey:
- archive and specimens 700 = 2.3 %
The survey represents of the total circulation 29,300 = 97.7 %

5. Description of database:
The evaluation is based on the overall data. The established portions for the distribution area were projections based on the actual distributed copies on a yearly average in accordance with AMF point 17.

6. Target of the survey:
Addressees, readers listed in the GIT and Wiley Corporate Solutions database

7. Definition of the reader: not applicable

8. Fluctuation margin: not applicable

9. Survey carried out by: Publisher, July 2020

GIT SICHERHEIT is important to me because it offers a broader access to the topic of safety and security, which is important for a comprehensive understanding.

Dr. Anja Opitz, Referentin für Internationale Politik & Sicherheitspolitik an der AP8 Tützing und Präsidentin der Global Health Security Alliance (GloHSA)

GIT SICHERHEIT is important to me because it corresponds to my idea of the holistic view of security and safety.

Johannes Strümpfel, Vorstandsmitglied im Bayerischen Verband für Sicherheit in der Wirtschaft (BVSW), Sparte A (Industrie, Handel und Banken)
# Prices & Formats

<table>
<thead>
<tr>
<th>Advertisements</th>
<th>width/height (mm)</th>
<th>Price 1 x in €</th>
<th>Price 3 x in €</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/1 Page</td>
<td>210 x 297</td>
<td>9,235</td>
<td>6,465</td>
</tr>
<tr>
<td>1/2 Page portrait</td>
<td>90 x 260</td>
<td>5,545</td>
<td>3,882</td>
</tr>
<tr>
<td>1/2 Page landscape</td>
<td>185 x 128</td>
<td>5,545</td>
<td>3,882</td>
</tr>
<tr>
<td>Juniorpage landscape</td>
<td>137 x 190</td>
<td>5,935</td>
<td>4,155</td>
</tr>
<tr>
<td>1/3 Page portrait</td>
<td>58 x 260</td>
<td>3,570</td>
<td>2,499</td>
</tr>
<tr>
<td>1/3 Page landscape</td>
<td>185 x 85</td>
<td>3,570</td>
<td>2,499</td>
</tr>
<tr>
<td>1/4 Page classic</td>
<td>90 x 128</td>
<td>2,840</td>
<td>1,988</td>
</tr>
<tr>
<td>1/4 Page portrait</td>
<td>43 x 260</td>
<td>2,840</td>
<td>1,988</td>
</tr>
<tr>
<td>1/4 Page landscape</td>
<td>185 x 63</td>
<td>2,840</td>
<td>1,988</td>
</tr>
<tr>
<td>1/8 Page classic</td>
<td>90 x 63</td>
<td>1,800</td>
<td>1,260</td>
</tr>
<tr>
<td>1/8 Page landscape</td>
<td>185 x 30</td>
<td>1,800</td>
<td>1,260</td>
</tr>
<tr>
<td>Job Advertisements</td>
<td></td>
<td>25 % discount on regular advertisement prices</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Preferred Positions</th>
<th>Price 1 x in €</th>
<th>Price 3 x in €</th>
</tr>
</thead>
<tbody>
<tr>
<td>Title Page + Story(^1)</td>
<td>213 x 303</td>
<td>10,710</td>
</tr>
<tr>
<td>Inside front/back page(^1)</td>
<td>185 x 260 flap: 5,250</td>
<td>9,695</td>
</tr>
<tr>
<td>Back page(^1)</td>
<td>185 x 260</td>
<td>9,975</td>
</tr>
<tr>
<td>Ad at contents</td>
<td>400 x 30</td>
<td>2,940</td>
</tr>
<tr>
<td>Belly Band</td>
<td>450 x max. 100</td>
<td>9,920</td>
</tr>
<tr>
<td>Title corner</td>
<td>73 x 51 x 51*</td>
<td>3,095</td>
</tr>
<tr>
<td>Strip ad on cover</td>
<td>210 x 10</td>
<td>3,965</td>
</tr>
<tr>
<td>Postcards(^2)</td>
<td>130</td>
<td>91</td>
</tr>
<tr>
<td>Inner cover</td>
<td>4,570</td>
<td>3,199</td>
</tr>
</tbody>
</table>

\(^*\) plus 3 mm overlap above and on the right hand page

**Advertorials in PRO-4-PRO**

<table>
<thead>
<tr>
<th></th>
<th>Price 1 x in €</th>
<th>Price 3 x in €</th>
</tr>
</thead>
<tbody>
<tr>
<td>Partial title</td>
<td>50 x 33</td>
<td>2,760</td>
</tr>
<tr>
<td>Inner cover</td>
<td>PR-Text, Pictures, Logo</td>
<td>4,570</td>
</tr>
<tr>
<td>1/1 Page</td>
<td>PR-Text, Pictures, Logo</td>
<td>4,075</td>
</tr>
<tr>
<td>1/2 Page</td>
<td>PR-Text, Pictures, Logo</td>
<td>2,050</td>
</tr>
<tr>
<td>1/4 Page</td>
<td>PR-Text, Pictures, Logo</td>
<td>1,035</td>
</tr>
</tbody>
</table>

Price for placement of three advertisements: individual prices per advertisement when ordering three advertisements in one package, prices include a 30% discount, cent prices are rounded – actual prices may therefore differ slightly.

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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 GmbH has exclusive rights of it for 6 months.

2 Postcards: 130 €, Costs per thousand, affixed to a particular page on advertisement or bound-in insert + insertion costs

valid from 01.01.2021
### Prices & Formats

<table>
<thead>
<tr>
<th>Bound-in inserts*</th>
<th>width / height (mm)</th>
<th>Price 1 x in €</th>
<th>Price 3 x in €</th>
</tr>
</thead>
<tbody>
<tr>
<td>2-page A4*</td>
<td>210 x 297</td>
<td>7,430</td>
<td>5,201</td>
</tr>
<tr>
<td>3-page A4 + side flip*</td>
<td>207 + 105 x 297</td>
<td>11,170</td>
<td>7,819</td>
</tr>
<tr>
<td>4-page A4*</td>
<td>420 x 297</td>
<td>11,920</td>
<td>8,344</td>
</tr>
<tr>
<td>6-page A4*</td>
<td>414 + 203 x 297</td>
<td>15,500</td>
<td>10,850</td>
</tr>
</tbody>
</table>

* Head: 3 mm; Foredge: 3 mm; Foot + right: min. 3 mm

<table>
<thead>
<tr>
<th>Loose inserts³</th>
<th>weight</th>
<th>Price 1 x in €</th>
<th>Price 3 x in €</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>up to 25 g</td>
<td>300</td>
<td>210</td>
</tr>
<tr>
<td></td>
<td>up to 50 g</td>
<td>390</td>
<td>273</td>
</tr>
</tbody>
</table>

³ Costs per thousand – including postage; no discount for loose inserts, sample must be sent before order can be accepted.

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

**BusinessPartner** (58 x 40 mm w x h) | Price € 4c*
---|---
5 issues | 235
10 issues | 225

* until cancelled, price per issue

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**Reprints and ePrints**

For your internet presence we would be pleased to provide you with the PDF file of your article for a Nominal charge of 300 € (plus VAT). A printable PDF is available at a price of 980 € (plus VAT).

Prices for printing and delivery of your reprint, as well as individual special formats (e.g. with cover picture and display ad or bundling of articles) are available on request. As are offers for reprints and eprints of scientific articles from Wiley peer-reviewed journals.

**Contact:**
Iris Biesinger, +49 (0) 6201 606 555, ibiesinger@wiley.com

---

**Terms of Payment:**
Payment within 30 days without deduction.

**Bank details:**
J.P. Morgan AG
Taunus Turm - Taunustor 1
60310 Frankfurt, Germany
IBAN: DE5550110800611517443
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 January 2021 and supersedes all previous price lists.
Formats

1/1 Pages
Type Area/Bleed Size
Type Area: 185 x 260 mm
Bleed Size: 210 x 297 mm

1/2 Pages
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/Bleed Size
Type Area: 137 x 190 mm
Bleed Size: 147 x 209 mm

1/3 Pages
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 Pages
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 Pages
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/m²

**Delivery of loose inserts**
Delivery quantity: 25,200 copies

**Delivery of bound-in inserts**
Delivery quantity: 25,500 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

Wiley-VCH GmbH
FAO: Claudia Vogel
Boschstrasse 12
69469 Weinheim, Germany
Tel.: +49 (0) 6201 606 758
Fax: +49 (0) 6201 606 790

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**WILEY**
## Dates & Contents

<table>
<thead>
<tr>
<th>ISSUES</th>
<th>1/2</th>
<th>3</th>
<th>4</th>
<th>5</th>
<th>6</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Publishing Date</td>
<td>08.02.2021</td>
<td>08.03.2021</td>
<td>01.04.2021</td>
<td>03.05.2021</td>
</tr>
<tr>
<td></td>
<td>Advertising Deadline</td>
<td>18.01.2021</td>
<td>15.02.2021</td>
<td>11.03.2021</td>
<td>12.04.2021</td>
</tr>
</tbody>
</table>

### Topics

**Latest Trends, Products and Applications Complement the Editorial Schedule of Each Issue**

- **News**
- **Security Services**
  - System Integration
- **Intrusion**
  - Perimeter Protection - Alarm
- **Building Security**
- **Video Surveillance**
  - Video Security
- **Identification**
- **Communication**
- **Access Control**
  - Time & Attendance
- **Cyber Security - IT-Security**
- **Fire Protection**
- **Hazardous Substances**
- **Gas Detection**
- **Safety At Work**
  - Personal Protective Equipment
  - Climbing Protection
- **Secure Automation**
  - Machine and System Safety

### Additional Application Reports from all sections

- **Safety and Security for**
  - Critical Infrastructures
  - Banking and Finance
  - Government/Public
- **Safety and Security for**
  - Retail
  - Public Areas
  - Logistics
- **Safety and Security for**
  - Energy Sector
  - Schools & Culture
  - Manufacturing and Industry
- **Safety and Security for**
  - Industry and Plants
  - Airports and Stations
  - Chemicals, Pharma
- **Safety and Security for**
  - Hotel and Leisure
  - Transport, Logistics
  - Retail

### TRADE SHOW EDITION TO

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Interpack 25.02.–03.03.2021 Düsseldorf</td>
<td>BHE Brandschutz-Kongress 15.–16.04.2021 Fulda</td>
<td>Sicherheitsexpo 23.–24.06.2021 Munich</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### Wiley Industry Days

**WIN DAYS** 07.–09. June 2021

**Become Exhibitor**

Book Virtual Stand & Promotion until 12th April 2021

Contact: Miryam.Reubold@Wiley.com  ·  Joerg.Wuellner@Wiley.com
Dates & Contents

<table>
<thead>
<tr>
<th>ISSUES</th>
<th>7/8</th>
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<td>July/August</td>
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With Lead-Generation-Tools on PRO-4-PRO.com

<table>
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<tr>
<th>TOPICS</th>
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<td>Latest Trends, Products and Applications Complement the Editorial Schedule of Each Issue</td>
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<td>Fire Protection</td>
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<td>Safety At Work</td>
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<td>Personal Protective Equipment</td>
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<td>Climbing Protection</td>
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<td>Machine and System Safety</td>
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</table>

Additional Application Reports from all sections

All articles from the GIT Special Issue PRO-4-PRO will be available for a whole year on the PRO-4-PRO.com product platform

TRADE SHOW EDITION TO

GIT Special Issue PRO-4-PRO 2021/2022

Saftey and Security for
• Industry
• Storage, Logistics
• Sport, Culture and Tourism
Saftey and Security for
• Transport and Traffic
• Public Areas
• Office Facilities
Saftey and Security for
• Industry and Plants
• Airports and Stations
• Chemicals, Pharma
Saftey and Security for
• Energy and Utilities
• Automotive Industry
• Railways and Airports

With Lead-Generation-Tools on PRO-4-PRO.com

Journal in Journal Video

Journal in Journal Safety at Work

Journal in Journal Machine and System Safety

Journal in Journal Intrusion / Perimeter Protection

Anniversary Issue
30 Years GIT SICHERHEIT
GIT Special Edition PRO-4-PRO

Sustainable presence can be so easy – with a product and/or company profile in our GIT special edition PRO-4-PRO. The reference book with a circulation of 25,000 copies is published once a year with the top players from the automation, security and machine vision industries.

As a joint publication of the trade journals GIT SICHERHEIT, messtechnik drives Automation and inspect - World of Vision, the publication is also designed for relevant industry events. For you, this means a distribution beyond the usual circle of recipients.

In addition, your product and/or company portrait will also be represented for a whole year on the industry platform PRO-4-PRO.com. The print edition presents detailed and clearly arranged system, performance and company portraits as well as products and applications from the above-mentioned industries. The publication is rounded off with overview and basic contributions from the fields of automation, safety and image processing. Qualified enquiries from decision-makers demonstrably meet the suppliers who present themselves in and on PRO-4-PRO.com via the print/online combination.

Advertorial Examples

2/1 page Advertorial

1/1 page Advertorial

1/2 Seite Firmenprofil

1/1 Seite Firmenprofil

Combined! Print + Online

Dates

Publication date 09.08.2021

Advertising deadline 19.07.2021

Editorial deadline 21.06.2021

Advertorials

<table>
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<tr>
<th>SIZE</th>
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<th>1/1 PAGE</th>
<th>½ PAGE</th>
<th>¼ PAGE</th>
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<tr>
<td>PRICE 4C (€)*</td>
<td>8,150</td>
<td>4,075</td>
<td>2,050</td>
<td>1,035</td>
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</table>

Preferred Positions (will be reserved in the order of booking arrival)

- Inner Cover (1/1 page subject opener + ½ adventorial 4c + section title picture in contents + co-defining the colour of section) 4,570 €
- Partial Title (4c picture on title page or outside back + ½ page adventorial 4c + picture in "contents"); you can book more PR additionally 2,760 €

* all rates include two full PDF correction runs. Only from the second PDF on there will be charged 45 € per PDF as handling fee.
GIT Digital Platforms: 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.

<table>
<thead>
<tr>
<th>Format</th>
<th>Size</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leaderboard</td>
<td>728 x 90 Pixel</td>
<td>€ 1,145 / month, run of site*</td>
</tr>
<tr>
<td>Wide Skyscraper**</td>
<td>160 x 600 Pixel</td>
<td>€ 1,400 / month, run of site*</td>
</tr>
<tr>
<td>Medium Rectangle</td>
<td>300 x 250 Pixel</td>
<td>€ 1,400 / month, run of site*</td>
</tr>
</tbody>
</table>

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

**the mobile optimized version requires an additional Medium Rectangle format

### Top Feature

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 Service:** Picture (476 x 315 px, Format 1.5:1), Headline, Intro on landing page (150 letters), Detailed Text (up to 4,000 characters recommended), 1-4 Images, Contact Information

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

**Combinated Offer:** Feature on Portal + Newsletter **€ 2,500**

*In a rotation scheme with five 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 **€ 1,005 / 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 **€ 1,010 / 6 months**

### User Data

<table>
<thead>
<tr>
<th>Metric</th>
<th>Value</th>
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<tr>
<td>Page Impressions</td>
<td>105,616</td>
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<tr>
<td>Sessions</td>
<td>67,300</td>
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<tr>
<td>User</td>
<td>54,518</td>
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</table>

Average 1st half 2020

See next page for technical specifications.
Newsletter: www.git-sicherheit.de

**GIT SICHERHEIT** 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

<table>
<thead>
<tr>
<th>Format</th>
<th>Size</th>
<th>Price</th>
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<tbody>
<tr>
<td>Full Banner</td>
<td>468 x 60 Pixel</td>
<td>€ 950</td>
</tr>
<tr>
<td>Medium Rectangle</td>
<td>300 x 250 Pixel</td>
<td>€ 1,050</td>
</tr>
<tr>
<td>Feature Newsletter</td>
<td>1 rectangle image, 2,000 characters, Image format: JPG, PNG</td>
<td>€ 1,140</td>
</tr>
<tr>
<td><strong>Combo offer:</strong> Feature on website + newsletter</td>
<td></td>
<td>€ 2,500</td>
</tr>
</tbody>
</table>

**Newsletter Key Figures**

**German edition**

- Recipients: 2,800
- Average opening rate: 57.8%
- Average Click Through Rate (CTR): 8.6%

Average 1st Half Year 2020

**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.

**Webcast**

Data format: any video format is possible
Size of data: max. 40 MB or Youtube link

**GIT SICHERHEIT is important for me because it illuminates various security issues in depth.**

Frank Ewald, Leiter Konzernsicherheit
Dt. Post DHL Group

**Features**

- Security
- Videotransparenzanlagen-Sets von Abus

**Exclusive access to your customers**

Single Sponsored Newsletter
5,075 €
Extended company presentation 500 €
- detailed company and product description
- individual optimization for search engines (e.g. SEO for Google)
- Lead Generation Tool

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.

Clear structure
Modern Design
Optimized for mobile devices

PRO-4-PRO.com
The Product Portal for Lead Generation

<table>
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<tr>
<th>Package</th>
<th>Runtime</th>
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<th>12 Months / price €</th>
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<tr>
<td>Company</td>
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<td>Product entry</td>
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<td>565</td>
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<td>Refresher</td>
<td>285</td>
<td>510</td>
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<tr>
<td>Pro Package</td>
<td>4 Product presentations</td>
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<td>Premium Package</td>
<td>8 Product presentations</td>
<td>3,220</td>
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</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>
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</table>
Your advertising with us is in the best company

The best advertisement for GIT SICHERHEIT are our clients! Companies that appreciate the quality of GIT SICHERHEIT as their advertising partner.

Top decision-makers read GIT SICHERHEIT and utilise the magazine to support their decisions on security-related investments. GIT SICHERHEIT is the mouthpiece of the industry. We play the role of partner – in the best sense. We research innovations, present information so that it is easily readable and quickly understandable for the decision-makers. We re-search applications, are there on the spot and speak to those involved in projects to prepare articles for the readership in typically competent journalistic manner.

Extract of our customers, partners and friends

Security is a general theme for all commercially operating companies and institutes, equally so for the private sector. Safety and security are growing together – people in places of work must be protected, just like valuable, objects and premises, from unexpected risks as well as against deliberate criminal acts. Top decision-makers are interested in all types of risks and security options. GIT SICHERHEIT has been at the cutting-edge and a catalyst in communicating all the important aspects of security for more than 25 years.

Put your money on the #1!
WebSeminars

Showcase your expertise, improve your brand, and build credibility by sponsoring a WebSeminar. Connect with your relevant audiences in an online learning environment they depend on. We offer a wealth of opportunities to showcase your brand, build thought leadership, deliver training, and identify qualified customers. Our WebSeminars include live question-and-answer sessions before and after the main presentation. You gain invaluable data to aid your post-event marketing strategy.

We provide the following with each WebSeminar:
- Content support from our specialist editors
- Technical processing and hosting
- Direct interaction with participants during the live Q&A-session
- Generation of qualified leads (GDPR-compliant)
- Brand awareness through a tailor-made marketing package
- Registration and attendance tracking

Basic
WebSeminar package
€ 8,750

Premium
WebSeminar package
€ 11,250

Essential Knowledge Briefings (EKBs)

Wiley’s Essential Knowledge Briefings (EKBs) deliver a concise overview of the most crucial current issues to professionals in specialized science and medical fields. Deliver your messages rapidly through a series of short, practical guides in a mobile-enabled format for convenience and easy access.

You choose the topic – we take care of the graphic and content design and offer you the right platform at www.essentialknowledgebriefings.com to generate qualified leads.

A tailor-made marketing package guarantees high visibility in your target group.

From € 15,400
Advertising and Reprint Production
Terms and Conditions

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      (b) Section IV (Reporting) (excluding clause IV(b))
      (c) Section VIII (Non-Disclosure, Data Usage and Ownership, Privacy and Laws)
      (d) Section XIX (Third Party Ad Sourcing and Tracking)
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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 fulfillment.

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.

27. On receipt of a cancellation request, Wiley will use reasonable commercial endeavours to ensure the Advertising is not published or for Online Advertising, that it is withdrawn, however Wiley will not be liable for any loss or damage that may be occasioned by the publication of Advertising cancelled by the Customer after the Materials Due Date or Insertion Order is received.

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.

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<th>Point of Cancellation</th>
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<td>Purchase Order / confirmed order received</td>
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<td>Order sent to printer / Proof compiled</td>
<td>10%</td>
<td>Proof approved by customer</td>
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<td>Proof approved by customer</td>
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<td>Copies printed / ePrint supplied</td>
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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 the winding up of its affairs or liquidation, has an arrangement approved with its creditors, is taken under the administration of its affairs, or a receiver or manager is 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, at its sole discretion and without limitation:
(a) cancel any provision of credit to Customer;
(b) require such pre-payment for further orders until all outstanding debt is paid in full or Wiley determines that the initial insolvency event has ceased to occur;
(c) cease publication of further Advertising or terminate an agreement for Advertising;
(d) withhold any discounts or rebates previously granted to the Customer; or
(e) 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.

31. Prices are shown exclusive of GST, VAT and other sales taxes, unless otherwise expressly indicated by Wiley in writing. Prices are also exclusive of all handling, packing, freight, shipping, customs duties, levies, import duties and insurance charges unless otherwise agreed in writing. Amounts received will be free from and clear of any other taxes imposed by any tax authority, such as withholding tax, and if, for some reason, such amounts are subject to any withholding tax or other relevant taxes, then the Customer is liable to pay such tax and Wiley will receive the full amount set out in the Booking Confirmation.

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.

34. Wiley excludes all implied conditions and warranties from these Terms, apart from any condition or warranty which cannot be excluded by the operation of law. Wiley limits its liability for any breach of any non-excludable condition or warranty, at Wiley’s option, to the re-supply of the Advertising or Reprint or the payment of the cost of the resupply. Subject to the foregoing, Wiley excludes all other liability to the Customer for any costs, expenses, losses and/or damages incurred in relation to Advertising or Reprints produced by Wiley, however that liability arises. Wiley will not be liable for indirect or consequential losses, loss of profits, loss of revenue or loss of any business opportunity.

35. Customer will indemnify Wiley and its officers, employees, contractors and agents against any costs, expenses (including reasonable attorney’s fees), losses, damages and liability suffered or incurred by them arising from the Customer’s breach of these Terms and any negligent or unauthorised act or omission of the Customer in connection with the Advertising or use of the Reprints.

36. Wiley will not be liable for any delay or failure to publish Advertising or to deliver Reprints caused by a factor outside Wiley’s reasonable control (including, without limitation, war, civil disorder; strike; flood; fire; storm; accident; terrorism; governmental restriction; infectious disease; epidemic; pandemic; public health emergency; embargo; power, telecommunications or Internet failures; damage to or destruction of any network facilities; the enactment of any law, executive order, or judicial decree; or any other circumstance beyond Wiley’s control whether similar or dissimilar to the foregoing).

37. Wiley will retain copyright and all other intellectual property rights and proprietary rights in Wiley’s publications, proposals, and products and services. Customer acknowledges and agrees that Wiley may process Customer’s personal data, including any transfer of data outside of the country or jurisdiction in which Customer’s residence, in order to process transactions related to these Terms and to communicate with Customer, and that Wiley may retain the full amount set out in the Booking Order. Wiley will comply with all applicable laws, statutes and regulations relating to data protection and privacy and will process such personal data in accordance with Wiley’s Privacy Policy located at: www.wiley.com/privacy.

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 expressly agreed to 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 laws 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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