

WILEY



AI generated via Copilot

2025 Media Guide

GIT SICHERHEIT

Your No. 1 in Safety and Security

Management | Security | IT-Security
Fire Protection | Safety

www.git-sicherheit.de



WILEY

Industry
Talks

GIT SICHERHEIT

GIT SICHERHEIT magazine reaches all decision makers involved in investing – 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 its IVW-audited copies and the large digital reach GIT SICHERHEIT is the magazine with the highest circulation in the target markets of Germany, Austria and Switzerland. The outstanding high market penetration, the exceptional editorial quality and the big variety of digital services on the business web GIT-SICHERHEIT.de make GIT SICHERHEIT the # 1 publication.

With the virtual Wiley Industry Talks GIT SICHERHEIT also offers a digital event platform for a cross-industry exchange on safety and security issues.

Content

2	Description	13	Wiley Industry Talks
3	Analysis	14	GIT Digital Platforms
6	Prices & Formats	15	Newsletter
7	Formats	16	Test, Trial, Overview
8	Technical Specifications	19	GIT SICHERHEIT AWARD
9	Dates & Contents	20	Native Advertising Plus
11	GIT Special Issue PRO-4-PRO	21	Native Advertising - Online Only
12	PRO-4-PRO services	22	References
		23	General Terms & Conditions
		25	Contact
		26	Publisher

Overview

Publication Frequency

monthly, incl. 2 double issues, thereof 1 annual GIT Special Issue PRO-4-PRO

Volume

34rd year 2025

Circulation

Ø 25,000 – For circulation mix Print/e-Paper per quarter see ivw.de



Membership

IVW

Publishing Director

Steffen Ebert

Commercial Manager

Jörg Wüllner

Sales Team Lead

Miryam Reubold

Advertising Administration

Claudia Vogel

Subscription

€ 122.30 (+ 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

€ 17.00 (+ 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 Q2/2024) 	Copies
Distribution	29,444
Sold (incl. Subscription)	3,974
Controlled circulation	25,470
Print copies	20,000
ePaper	9,615

Position in the Company / Organisation	Ø
CEO/Director/Owner	24 %
Managing security/safety and/or fire officer	24 %
Head of department / Purchasing / Project leader	18 %
IT / DP Manager	12 %
Works Manager / Production Manager	9 %
Technical Manager	8 %
Sales Manager / Product Manager / Marketing	5 %

Controlled circulation. Employees with decision influence are included as management. Copies per issue/average.
Basis: Shipping data 2024 – projected to 2025.

Branches

Branches	Copies Ø	Contacts in the GIT security database
Processing industries, machine and system builders ¹	29 %	ca. 43,000
Service providers in the security industry ²	29 %	ca. 13,000
Wholesale and retail	7 %	ca. 2,300
Transport and logistics	7 %	ca. 2,400
Public sector, government offices and fire service	4 %	ca. 2,000
Information technology, data processing and telecommunication	4 %	ca. 3,000
Credit and insurance industry	4 %	ca. 2,000
Leisure and tourism, health industry	4 %	ca. 6,000
Production industry	3 %	ca. 2,500
Transport and passenger transport (air, water, land)	3 %	ca. 9,500
Utilities, suppliers	2 %	ca. 1,200
General commercial, public and personal service providers	2 %	ca. 2,800
Others	1 %	ca. 1,400
Totals	100 %	ca. 90,750

Based on classification of the Statistischen Bundesamtes (National Statistics Office) and classification WZ Wiley. All values are average values, rounded to the nearest percent. Left column „Copies“: Average number of copies per issue, based on the print edition. Right-hand column „Contacts“: Entire database. Basis: Shipping data 2024 - projected to 2025.



GIT SICHERHEIT is important for me, because it offers a good overview of all relevant safety and security topics



Frank Ewald, Senior Vice President
Corporate Security & Crisis Management
at DHL Group



Digital Reach	Contacts
Linkedin*	21,558
Xing*	3,948
Newsletter	8,962
Digital/Social Media total	34,468
GIT-SICHERHEIT.de**	Ø 22,598
Total monthly reach	Ø 57,066

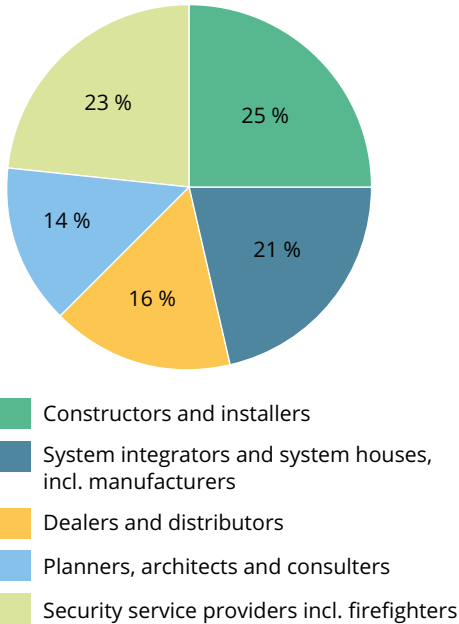
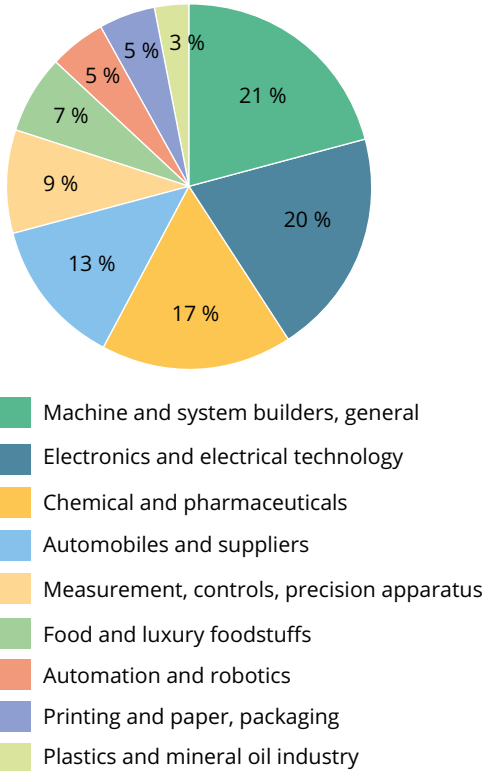
* Sums: Contacts of the editorial staff, 07/2024

** Unique Visitors per month

Analysis

¹ Processing Industries, Machine and System Builders	Copies Ø
Machine and system builders, general	21 %
Electronics and electrical technology	20 %
Chemical and pharmaceuticals	17 %
Automobiles and suppliers	13 %
Measurement, controls, precision apparatus	9 %
Food and luxury foodstuffs	7 %
Automation and robotics	5 %
Printing and paper, packaging	5 %
Plastics and mineral oil industry	3 %
Totals	100 %

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 2024 – projected to 2024.



² Service Providers in the Security Industry	Copies Ø
Constructors and installers	25 %
System integrators and system houses, incl. manufacturers	21 %
Dealers and distributors	16 %
Planners, architects and consultants	14 %
Security service providers incl. firefighters	23 %
Totals	100 %

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 2024 – projected to 2024.

GIT SICHERHEIT is important to me because I always need a qualified overview of the topics of safety and security!"

”

Dirk Aschenbrenner
Director Fire Brigade Dortmund,
President of vfdb

GIT SICHERHEIT is important to me because it provides me with new trends and information in the fields of safety and security.

”

Enno Münster, Head of Occupational Safety, Integrated Management
System Functions & Security
DB Fernverkehr AG

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 ø 59 %
- Variable controlled circulation ø 27 %
- Individual sale/Subscription ø 14 %

Actual distributed editions (ADE) 29,444

- Internationally 892
 (Austria: ø 46 %)
 (Switzerland: ø 38 %)
 (other countries: ø 16 %)

4. Population (surveyed portion)

Print run 2024 20,000 = 100 %
of which not included in the survey:
- archive and specimens 171 = <1 %
The survey represents
of the total circulation 19,829 = 99 %

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 2024



GIT SICHERHEIT is important to me because it is a great format in which current safety and security topics and developments are communicated through both technical articles and interviews.



Julia Vincke,
Vice President Security BASF Group



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



Johannes Strümpfel, Chairman of the Board of Bayerischer Verband für Sicherheit in der Wirtschaft (BVSU), Head of Security, Siemens AG



Prices & Formats

Advertisements	width/height (mm)	Price in €
1/1 Page	210 x 297*	9,425
1/2 Page portrait	90 x 260	5,460
1/2 Page landscape	185 x 128	5,460
Juniorpage	137 x 190	6,005
1/3 Page portrait	58 x 260	3,745
1/3 Page landscape	185 x 85	3,745
1/4 Page classic	90 x 128	2,950
1/4 Page portrait	43 x 260	2,950
1/4 Page landscape	185 x 63	2,950
1/8 Page classic	90 x 63	1,910
1/8 Page landscape	185 x 30	1,910
Job Advertisements 25 % discount on standard advertisements		

Preferred Positions		Price in €
Title Page + Story ¹	213 x 303	11,450
Inside front/back page ¹	210 x 297* flap: 5,250	9,620
Back page ¹	210 x 297*	9,740
Ad at contents	400 x 30	3,060
Belly Band	450 x max. 100	9,920
Title corner	73 x 51 x 51*	3,280
Strip ad on cover	210 x 10	4,020
Postcards ²		130
Inner cover		4,780

*plus 3 mm overlap on all sides

Advertorials in PRO-4-PRO

Partial title	50 x 33 mm	2,890
Inner cover	PR-Text, Pictures, Logo	4,905
1/1 Page	PR-Text, Pictures, Logo	4,290
1/2 Page	PR-Text, Pictures, Logo	2,150
1/4 Page	PR-Text, Pictures, Logo	1,105

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.: DE136766623

Tax No.: 47020/29082

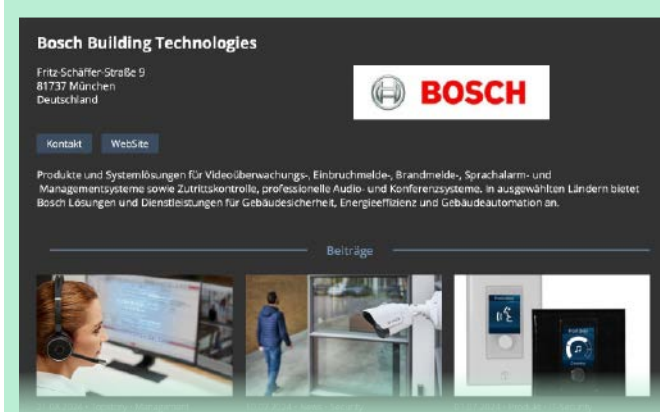
All prices are subject to the statutory VAT.

The new price list comes into effect on
 1 October 2024 and supersedes all previous price lists.

Loose inserts ³	weight	Price in €
	up to 25 g	310
	up to 50 g	405

Bound-in inserts*	width / height (mm)	Price in €
2-page A4*	210 x 297	7,725

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



Bosch Building Technologies
 Fritz-Schäffer-Strasse 9
 81737 München
 Deutschland

Kontakt Website

Produkte und Systemlösungen für Videoüberwachung, Einbruchmelde-, Brandmelde-, Sprachalarm- und Managementsysteme sowie Zutrittskontrolle, professionelle Audio- und Konferenzsysteme. In ausgewählten Ländern bietet Bosch Lösungen und Dienstleistungen für Gebäudesicherheit, Energieeffizienz und Gebäudeautomation an.

Beiträge

Gefahrenwarngesamtsystem Bosch Eagle Eye Networks wird PRA-MCP-Maschinenfeld von Bosch

Company Channel & Channel Content Service at GIT-SICHERHEIT.de

- incl. logo promotion and back link
- incl. promotion at **GIT Business Partner digital, printed and e-edition**
- incl. Channel Content Service: Publication of your your press and product releases in your own company channel channel - parallel to the print publication

2,250 Euro per year

Company Channel & Content Service	Price €*
6 month / per month:	235
12 month / per month:	225

* until further notice, price per publication

Reprints

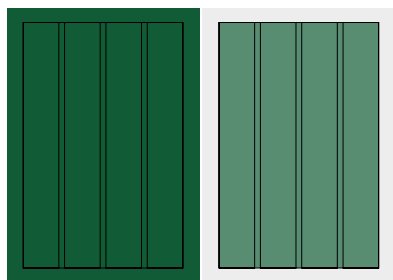
We would be pleased to provide you with the PDF file of your article for a nominal charge for your internet presence **300 €** (plus VAT). A printable PDF is available at a price of **980 €** (plus VAT).

Contact:

Mirjam Reubold, +49 (0) 6201 606 127
 mirjam.reubold@wiley.com

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

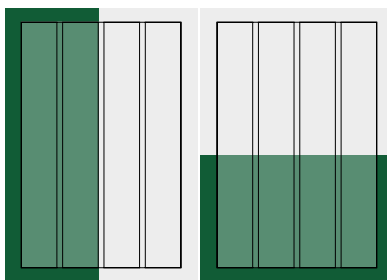
Formats



1/1 Page
Type Area/Bleed Size

Type Area:
185 x 260 mm

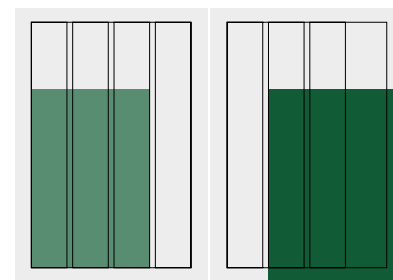
Bleed Size:
210 x 297 mm



1/2 Page
Type Area/Bleed Size

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

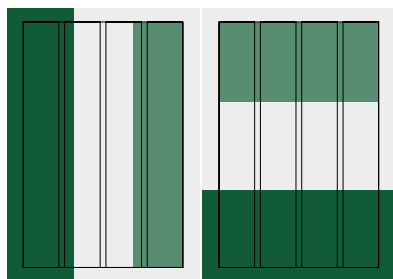
Bleed Size:
portrait: 102 x 297 mm
landscape: 210 x 147 mm



Juniorpage

Type Area:
137 x 190 mm

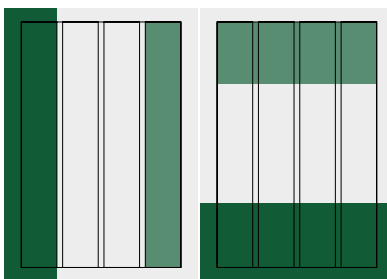
Bleed Size:
147 x 209 mm



1/3 Page
Type Area/Bleed Size

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

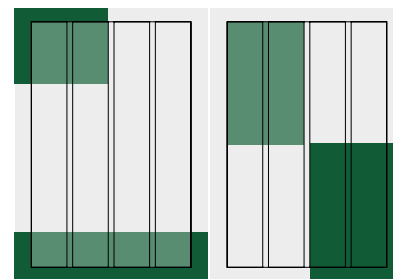
Bleed Size:
portrait: 70 x 297 mm
landscape: 210 x 104 mm



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/m²

Delivery of loose inserts/bound-in-inserts

The delivery quantity and delivery address
 as well as the delivery date are stated
 on 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



GIT SICHERHEIT is important to me because it contains interesting and high-calibre specialist articles and practical reports.



Sascha Puppel, Managing Director and Owner of Sachverständigen- und Planungsbüro Sascha Puppel, Erkelenz



GIT SICHERHEIT is important for me because it is simply the standard reading for safety and security technology



Heiko Winkler, Head of Security, Zeiss Gruppe



Dates & Contents

ISSUES	1/2 February	3 March	4 April	5 May	6 June
Publishing Date	03.02.2025	03.03.2025	10.04.2025	12.05.2025	12.06.2025
Advertising Deadline	15.01.2025	13.02.2025	24.03.2025	24.04.2025	26.05.2025
Editorial Deadline	18.12.2024	16.01.2025	24.02.2025	27.03.2025	28.04.2025
GIT-SICHERHEIT.de Newsletter	21. January (1) 18. February (2)	11. March (3) 25. March (4)	1. April (5) 15. April (6)	6. May (7) 27. May (8)	5. June (9) 17. June (10)
Special Newsletter_ "New e-Paper released"	4. February (19)	4. March (20)	10. April (21)	13. May (22)	12. June (23)
	Journal in Journal: ROBOTICS MACHINE SAFETY	Journal in Journal: WORK SAFETY / HUMAN MACHINE INTERFACE	Journal in Journal: KRITIS	Journal in Journal: ACCESS CONTROL	Journal in Journal: FIRE PROTECTION

WILEY Industry Talks	Virtual Event March KRITIS	Virtual Event April NIS2 & Cyber Security		Virtual Event June EU Machinery Regulation
-------------------------------	---	--	--	---

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-/OT-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 • Connected Buildings • Data Centres • Health Care	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	All About Automation Friedrichshafen 25.-26. Februar 2025	Logimat Stuttgart 11.-13.03.2025	VfS-Kongress Leipzig 06.-07.05.2025	All About Automation Hamburg 03.-04.06.2025	SicherheitsExpo München 25.-26.06.2025
	GIT SICHERHEIT AWARD sicherheit-award.de Submit products by 31 st	Eltefa Stuttgart 25.-27.03.2025	All About Automation Heilbronn 14.-15.05.2025		Feuertrutz Nürnberg 25.-26.06.2025
		Hannover Messe 31.03.-04.04.2025			
		JUBILEE ISSUE:			
		10. BHE-Fachkongress Brandschutz Fulda 02.-03.04.2025		GIT SICHERHEIT AWARD	Presentation of the finalists in June issue

Dates & Contents

ISSUES	7/8 July/August	9 September	10 October	11 November	12 December
Publishing Date	04.08.2025	15.09.2025	07.10.2025	13.11.2025	08.12.2025
Advertising Deadline	09.07. (Ads) 30.06. (PR, Advertorials)	29.08.2025	19.09.2025	27.10.2025	20.11.2025
Editorial Deadline	17.06.2025	01.08.2025	22.08.2025	29.09.2025	23.10.2025
GIT-SICHERHEIT.de Newsletter	July 1 (11)	September 9 (12) September 23 (13)	October 7 (14) October 28 (15)	November 4 (16) November 18 (17)	December 2 (18)
Special Newsletter_ "New e-Paper released"	August 5 (24)	September 16 (25)	October 16 (26)	November 13 (27)	December 9 (28)
	GIT Special Edition PRO-4-PRO	Journal in Journal VIDEO	Journal in Journal SAFETY AT WORK	Journal in Journal ROBOTICS MACHINE SAFETY	Journal in Journal INTRUSION PERIMETER PROTECTION

WILEY Industry Talks	Virtual Event September Fire Protection Li-Ion Batteries		Virtual Event November Dangerous Goods & Safety at Work	Become a partner NOW and book a talk topic
-------------------------------	---	--	--	---

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-/OT-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	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	Safety and Security for • Industry • Storage, Logistics • Sport, Culture and Tourism	Safety and Security for • Transport and Traffic • Public Areas • Office Facilities	Safety and Security for • Industry and Plants • Airports and Stations • Health Care	Safety and Security for • Energy and Utilities • Automotive Industry • Railways and Airports

TRADE SHOW EDITION TO	 GIT Special Issue PRO-4-PRO 2024/2024	◀ All About Automation Wetzlar 10.-11.09.2025	A+A Düsseldorf 04.-07.11.2025	SPS Nürnberg 25.-27.11.2025	
		All About Automation Düsseldorf 17.-18.09.2025	 SPECIAL for JVA & Forensiken	PMRExpo Köln 25.-27.11.2025	
		All About Automation Chemnitz 30.09.-01.10.2025		VdS-Brandschutztage Köln 03.-04.12.2025	

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, messtec 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.

**Combine!
Print + Online**

Product portfolios & company profiles

1/2 Seite Firmenprofil



1/1 Seite Firmenprofil



Dates

Publication date	05.08.2024
Advertising deadline (PR)	01.07.2024
Advertising deadline (classic)	15.07.2024
Editorial deadline	17.06.2024

Advertorial Examples: We will design it for you – just send us your material by 01.07.2024 at the latest.

2/1 page Advertorial



1/1 page Advertorial



Inner cover + picture at contents (see red circle)



Partial Title (see red circle)



1/2 page Advertorial



1/4 page Advertorial



Advertorials

SIZE	2/1 PAGE	1/1 PAGE	1/2 PAGE	1/4 PAGE
PRICE 4C (€)*	8,475	4,290	2,150	1,105

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

Inner Cover (1/1 page subject opener + 1/2 advertorial 4c + section title picture in contents + co-defining the colour of section)	4,905 €
Partial Title (4c picture on title page or outside back + 1/2 page advertorial 4c + picture in "contents"); you can book more PR additionally	2,890 €

* Our service includes one PDF correction run. Only from the second PDF on there will be charged 45 € per PDF as handling fee.

Content | Leads | Presence

**ONLINE
ONLY**

Live & On-Demand

► Your appearance

- Your products & services as a web presentation (25 minutes incl. Q&A session)
- Participation in topic talk and/or panel discussion
- As a pre-recording and/or live

► Our services

- Topic identification & panel setting
- Moderation: Wiley, GIT
- Q&A Session
- Live and On-Demand Hosting for lead generation also in the follow-up
- Lead transmission

► Your perfect marketing mix for lead generation!

- Leads of the participants
- Promotion of your company (with logo) on all Wiley and GIT promotional materials and channels
- Exclusive coverage (print & online) in GIT SICHERHEIT and/or GIT SECURITY
- Full banner in the special newsletter to the Wiley Industry Talks
- Promotion of your content before, during and after the talk via Social Media (e. g. LinkedIn)

► Topics & dates

- Wiley Industry Talk **KRITIS** (March)
- Wiley Industry Talk **NIS2 & Cyber Security** (April)
- Wiley Industry Talk **EU Machinery Regulation** (June)
- Wiley Industry Talk **Fire Protection & Li-Ion Batteries** (September)
- Wiley Industry Talk **Dangerous Goods & Safety at Work** (November)

Complete flat rate: 6,900 €

Contact us!



Miryam Reubold
+49 6201 606 127
miryam.reubold@wiley.com



Sylvia Heider
Tel.: +49 6201 606 589
sheider@wiley.com



Dr. Michael Leising
+49 3603 89 42 800
leising@leising-marketing.de



Patricia Reinhard
Tel.: +49 6201 606 027
preinhard@wiley.com

GIT Target Group Portal **GIT-SICHERHEIT.de**

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

Display/Banner Advertising

Give your company a face, show presence, communicate a product launch - and benefit from our reach!

Supplement your print advertising in GIT SICHERHEIT with an image campaign on **GIT-SICHERHEIT.de** and increase your market penetration.

Leaderboard**	728 x 90 Pixel	€ 1,490 / month, run of site*
Wide Skyscraper**	160 x 600 Pixel	€ 1,630 / month, run of site*
Medium Rectangle**	300 x 250 Pixel	€ 1,310 / 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 Large Mobile Banner (320 x 100 px) format

Top Feature

Promote your product, your application note, your event or any other highlight on the "cover page" of **GIT-SICHERHEIT.de**. Reach your target group 24/7/365.

Scope of Service: Headline, teaser text (max. 120 characters), text (max. 4,000 characters). Text please formulated in a factually neutral way. At least 1 image (format 1.5 to 1, e.g. W x H 750 x 500 px, max. 250 KB), further images possible (format as above), captions with exact assignment to the images. Target URL if possible

Running Time: two weeks prominent as a Top Feature Story. Permanently in the respective portal category ***€ 1,580**

Combo offer: Feature on Portal + Newsletter **€ 2,650**

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

Content Banner

The content banner is placed in the centre of the editorial content and is thus optimally integrated into the user's reading flow

Text Ad: Teaser text with link to your article or website **€ 1,650**

Banner Ad: Leaderboard 728 x 90 pixels **€ 1,790**

Whitepaper | Application Note

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

Webcast | Video

Scope of Service: Teaser text, product video, company address **€ 1,090 / 6 months**

Accesses to the website (Plausible Analytics)

Page Impressions/Month	36,619
Visits/Month	23,900

MV = Mean values from the 1st half of 2024

Optimal advertising push

1. Portal
2. Newsletter
3. e-issue
4. Print issue
5. Social Media

TOOL BOX

- Content Feature
- Banner
- Advertisement
- Advertorial
- Inner cover
- Top Story

Give me
5

Ask about our complete packages!

See next page for technical specifications

Desktop



Newsletter **GIT SICHERHEIT**

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

Medium Rectangle	300 x 250 Pixel	€ 1,560
Full Banner	468 x 60 Pixel	€ 1,210

Feature Newsletter (Content ad)	Headline, teaser text (max. 120 characters), text (max. 4,000 char). Text please formulated in a factually neutral way. At least 1 image (format 1.5 to 1, e.g. W x H 750 x 500 px, max. 250 KB), further images possible (format above), captions with exact assignment to the images. Target URL if possible	€ 1,410
---------------------------------	--	---------

Combo offer: Top Feature on website + newsletter € 2,650

Event announcement:
name and date 50 characters, call-to-action € 515
70 characters, graphic 476 x 315 pixels, external link

Job advertisement:
description of position 50 characters, call-to-action € 570
70 characters, graphic 476 x 315 pixels, external link

Content Ad direct: Teaser, linked directly to you € 1,410

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

Newsletter Key Figures 2020/2021

Number of recipients	10,200
Open Rate (MV)	20.0%
Click Through Rate (MV)	4.7%

MV = Mean value of 50 newsletters sent out

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. 200 KB

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

Banner (Newsletter)

Size of data: max. 200 KB

Data formats: JPG, PNG, GIF (animations possible)

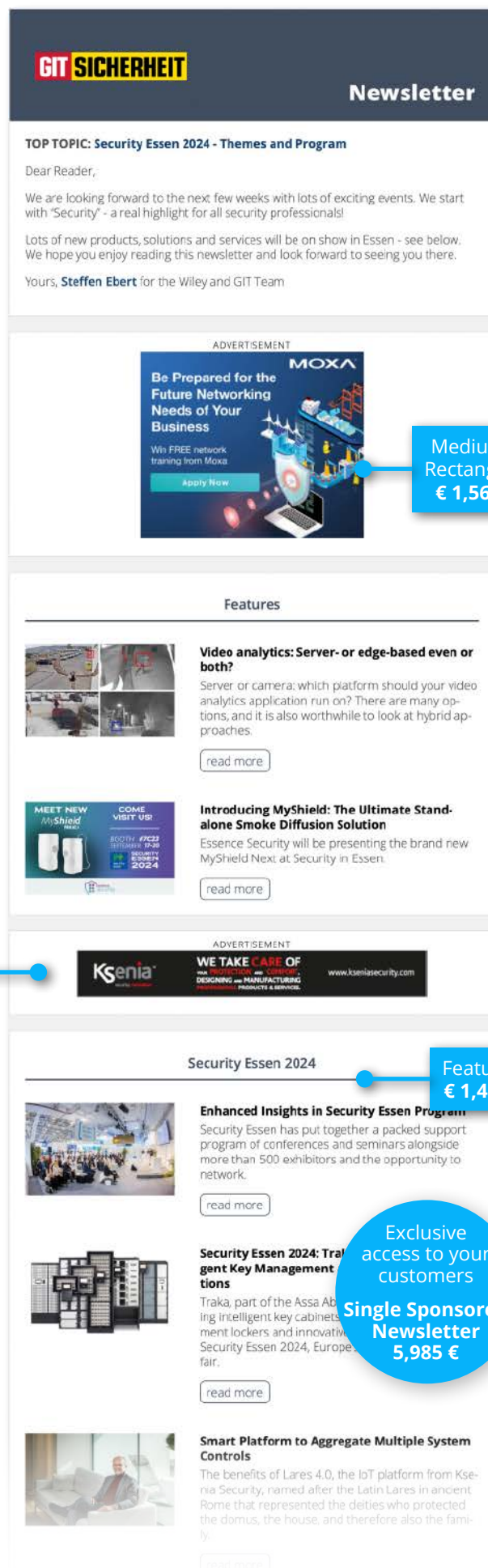
Target-website

Please give us the exact URL for linking your banner

Webcast

Data format: any video format is possible

Youtube or Vimeo link possible.



GIT SICHERHEIT Newsletter

TOP TOPIC: Security Essen 2024 - Themes and Program

Dear Reader,

We are looking forward to the next few weeks with lots of exciting events. We start with "Security" - a real highlight for all security professionals!

Lots of new products, solutions and services will be on show in Essen - see below. We hope you enjoy reading this newsletter and look forward to seeing you there.

Yours, **Steffen Ebert** for the Wiley and GIT Team

ADVERTISEMENT

MOXA

Be Prepared for the Future Networking Needs of Your Business

Win FREE network training from Moxa

[Apply Now](#)

Medium Rectangle € 1,560

Features

Video analytics: Server- or edge-based even or both?

Server or camera; which platform should your video analytics application run on? There are many options, and it is also worthwhile to look at hybrid approaches.

[read more](#)

Introducing MyShield: The Ultimate Stand-alone Smoke Diffusion Solution

Essence Security will be presenting the brand new MyShield Next at Security in Essen.

[read more](#)

ADVERTISEMENT

Ksenia

WE TAKE CARE OF PROTECTION, SECURITY, DESIGNING AND MANUFACTURING PRODUCTS & SERVICES

www.kseniasecurity.com

Security Essen 2024

Enhanced Insights in Security Essen Program

Security Essen has put together a packed support program of conferences and seminars alongside more than 500 exhibitors and the opportunity to network.

[read more](#)

Security Essen 2024: Trakka Key Management Solutions

Trakka, part of the Assa Abloy Group, is showcasing its intelligent key cabinets, management lockers and innovative solutions at Security Essen 2024, Europe's largest security fair.

[read more](#)

Smart Platform to Aggregate Multiple System Controls

The benefits of Lares 4.0, the IoT platform from Ksenia Security, named after the Latin Lares in ancient Rome that represented the deities who protected the domus, the house, and therefore also the family.

[read more](#)

Feature € 1,410

Exclusive access to your customers

Single Sponsored Newsletter 5,985 €

Full Banner € 1,210

GIT SICHERHEIT

Test · Trial

Promotions

Overview

1

GIT Product Overview

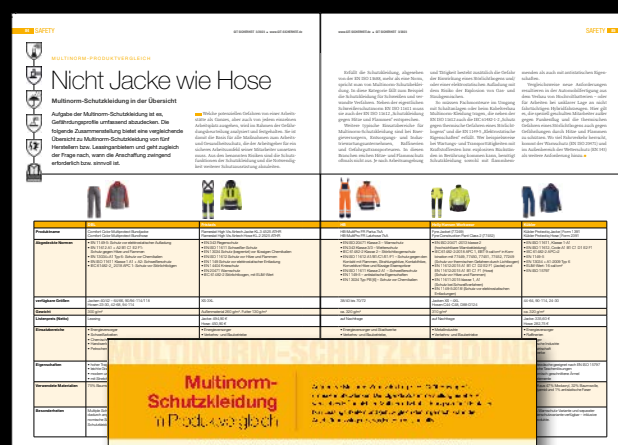
We show your product or service in a large overview with other providers

- We show your product or service in a large overview with other providers
- Approx. 10 providers from your segment
- We research comparative data
- We show your product or service in a table as a complete overview and make it available to the GIT community
- Large publication offline/online – in print, digital, as an e-special and social media

Appearance in table	free of charge, at the invitation of the editors
Link (i.e. to your shop)	580 € optional
Advanced Advertorial (Display with image, 1000 characters of text, QR code for further information or purchase option)	1,760 € optional
Plus advertisement	according to price list optional

Wiley Test & Trials

We provide the large GIT SICHERHEIT community the right overview. Be there when we present the top players from all areas of safety and security in comparison, in tests, or promotion.



Print ▶

◀ Web



Print ▶

◀ Web

GIT Product Overviews Dates

Issue	Topic	Trade show
3/25:	Ladders	Logimat
5/25:	Gas measurement	HMI post show
6/25:	Smoke alarm	Feuertrutz
10/25:	Safety shoes	A+A
12/25:	Helmets and protective clothing	

Subject to change. Further product overviews in preparation and on request

Wiley Test & Trials

2

GIT Product Trial

Potential customers get to know your product or service

- We present your product in our media and channels
- We work with you to find 5-10 potential customers
- We organise the dispatch of your product, which is provided free of charge, and request a statement, which we publish after consultation

Complete flat rate – 3,690 €



3

GIT Reader Test Exclusive

Potential customers test your product or service exclusively

- We present your product or service in a big launch report
- We are looking for a number of testers exclusively for you in the GIT community who will test your product or service
- Up to 5 readers test your product
- We collect the feedback, evaluate it and make it available to you
- We create a summarizing text for publication (approx. 2000 characters) on your and the Wiley GIT Online/ Offline channels

Complete flat rate – 5,490 €



Option Content Plus

- We will also compile and publish a more detailed test report for you (approx. 2 - 4 pages, 4000 - 8000 characters) and consult with you on its publication
- Publication on all your and the Wiley GIT online/offline channels

Additional flat rate – 1,780 €

Option Tester Plus

- We search for and supervise up to 10 testers for you

Additional flat rate – 2,140 €

Wiley Test & Trials

4

GIT Multi Test

We test your products and systems in comparison with others

- We provide neutral test conditions
- We test your product or service under real, practical conditions
- Approx. 10 providers from one segment
- We compile a complete test report
- Publication in print, digital, as an e-special and social media

Flat rate per supplier – 8,400 €



SYSTEM TEST

04 22

VIDEO ANALYTICS

★★★★★

Unabhängiger Test von Videosystemen für den Perimeter-schutz

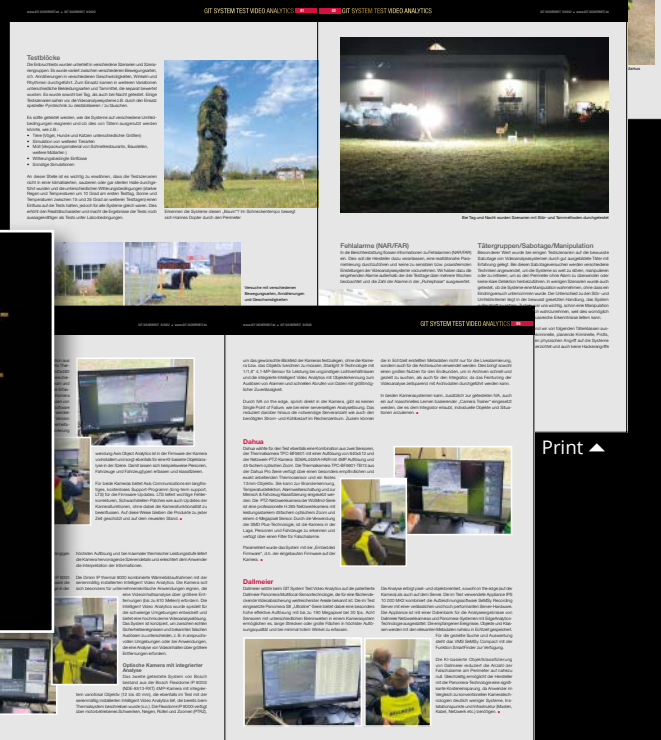
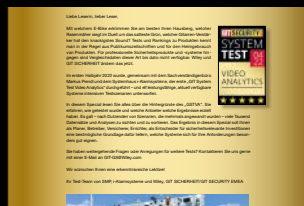
Inhalt

- Editorial
- Einleitung
- Das System
- Testergebnisse
- Überblick Resultate
- Fazit

Web ▶

GIT System Test Video Analytics

Unabhängiger Test von Videosystemen für den Perimeter-schutz



Print ▶

GIT SICHERHEIT AWARD

The GIT SECURITY AWARD (GSA) is the longest established award on the market. Since 2003, the GIT team together with neutral juries – experts from the circle of users, system integrators and associations – have been evaluating and nominating the finalists for a shortlist from all registered products or services. The finalists are presented to the GIT community and the market for voting. Those who receive the most votes will win a place among the first three winners. They receive a trophy and the GSA winner status including logo.

NEW starting 2024: We name all nominated finalists. **Detailed descriptions** of the products and their benefits in the usual online and offline editions and channels, **as well as flanking advertising, are available via the GSA Special Promo Package.**

GSA Service Standard

- List your current company data on the voting page incl. link to your company
- Mention of your company, product name in the print editions, the e-issues and on the online voting page
- GSA logo for use in your advertising
- Advertising in print and online can be booked for a fee

Free of charge – 0 €

WITHOUT
Product
Description

GSA Special Promo Package

- We list your current company data on the voting page incl. link to your company
- Mention of your company, product name in the print editions, the e-issues and on the online voting page
- GSA logo for use in your advertising
- Publication of a detailed product description in the print and e-issues and on the online voting page
- Correction option for the detailed product description
- Logo of your company on the online voting page
- Online feature promotion in the GIT Newsletter
- Full banner promotion in the GIT Newsletter

Complete flat rate – 2,470 €

Incl.
Product
Description and
Advertising

GIT
SICHERHEIT
AWARD
PROMOTIONS

WILEY

Native Advertising – Online Only



Content Package online

Top Player – Written 3-question interview on your topic incl. distribution via digital and social media channels to the GIT SICHERHEIT community.

Top Teaser (Content Ad)

Promote your current content highlights, product launch, success story/case study/user report, infographic, webcast and anything else that is important to you. We provide the appropriate thematic environment and thus reach your target groups with your content.

+ **Content feature in the newsletter of GIT SICHERHEIT**

+ **Product entry on PRO-4-PRO.com (Content Ad)**

Package price: 4,200 €



PRO-4-PRO
PRODUCTS FOR PROFESSIONALS
[GIT-SICHERHEIT.DE/DE/PRODUKTE](https://git-sicherheit.de/de/produkte)

Produkt- und Lead-Plattform
für Sicherheit.



Content Package virtual

3 (up to max. ten) minutes live talk with the GIT SICHERHEIT editorial team

Do you know the solution to a specific challenge in your industry? Then the Live Talk with our editorial team is just the right thing for you! Join us in the talk – and present your system, your product or your concept.

Time frame: 2 to 10 minutes presentation. Integration of a short trailer (player) at the beginning and end of the live event as well as the recording is possible. Moderation and implementation by the GIT SICHERHEIT editorial team.

Distribution via the digital and social media channels of GIT SICHERHEIT

Top Teaser (Content Ad)

Promote your current content highlights, product launch, success story/case study/user report, infographic, webcast and anything else that is important to you. We take care of the appropriate topic environment and thus reach your target groups with your content.

+ **Content feature in the themed newsletter from GIT SICHERHEIT**

Package price: 5,900 €

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 #1. Professional technology, a coordinated approach and our service orientation are our characteristics. And you, the supplier, have the products and services. We present them to 25,000 decision-makers – not even including the secondary readers! The result is new customers and markets for you!

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 research 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

3HS trading	CEM Systems	Fiessler Elektronik	Jerra Soft	Opertis	Skylotec
3M Deutschland	Cichon + Stolberg	Flir Systems	K.A. Schmersal	Optelecom	Slat
ABB Stotz-Kontakt	CM-Security	Frogblue	Kaba	Optex	Sorhea
ABI	ComNet	FSB Franz Schneider	KCL	Panasonic	SSP Safety System
ABS Safety	Compur Monitors	Brakel	Kemas	Patlitz	Products
Abus	Consense	FSP-Tech	Kenwood Electronics	Paxton	Steinbeis-Hochschule
Advancis	Contrinex	Fujinon	Keyence	P.E.R.	Steute Schaltgeräte
AG Neovo	Contrix	Funkwerk	Keyowa	PCS Systemtechnik	Stöbich
Aimetis	Cooper Security	Gantner Electronic	Kidde	Pepperl & Fuchs	Sutainer Trans-Safety
Allnet	CST Cash Security	Georg Schlegel	Klüh Security	Perimeter Protection	Swissphone
Ansell	CWS-boco	Genetec	KMK Karlsruher Messe	Pfannenber	Sygonix
AOS	Dahua	Geutebrück	KNT Netzwerksysteme	PHG Peter Hengstler	Synology
Apollo Fire Detectors	Dallmeier electronic	Geze	Knürr	Phoenix Contact	Sympatex Technologies
ASC telecom	Datacard Group	GfG	Kötter	Phonak	TAE Technische Akademie
Ascom Deutschland	Defense	GFOS	Kölnmesse	Pieper	Tamron Europe
Ascos	Dehn & Söhne	GFS	Krealux	Pilz	TAS Telefonbau A.
Assa Abloy	Deininger elektronik	G+H	Kroschke sign	Pixim	Schwabe
Astrum IT	Deister electronic	Gloria	Ksenia	Primion Technology	Teckentrup
Atlas Schuhfabrik	Dekom	Greifzug Hebezeugbau	L. Priebs	Priorit	T&B electronics
Atral-Secal	Denios	Gretsch Unitas	LAE Engineering	Pro-Store Technology	Telecom Behnke
AT Automation	Detectomat	GTE Industrielektronik	Landesmesse Stuttgart	Pro-RZ Rechenzentrums-	Tele Eye Europe
Technology	Deutsche Messe	Gunnebo	Ledlenser	bau	Tetronik
Avigilon	Deutsche Telekom	Günzburger Steigtechnik	Legic Identsystems	Protect AS	Til Technologies
Aweco Appliance Systems	DGUV	Gustav Wahler	Leuze electronic	Protection One	Tisoware
Axellent	Dictator-Technik	Hacker-Keymanagement	Logiware	Prymos	TKH Security Solutions
Axis Communications	Digimem	Hanwha	LOT Oriel	R. Stahl	Tyco
B&R	Digisound Electronic	Haus der Technik	Louis Steitz Secura	Rauscher	TÜV Akademie Rheinland
Baltec Security	Digital Data	Haverkamp	Lupus	Rave Arbeitsschutz	Uhlmann & Zacher
Banner Engineering	Digivod	Hekatron	Magnetic Autocontrol	Reiner SCT	Uvex
Barco	Di-soric	Herke Videotechnik	Mapa	Risk Consult	Valeo
Barox	Dina	Hewi	Marioff	Rittal	Victaulic
Basler	Dom	HID	Matrox	RK Rose & Krieger	Videor
Baumüller	Dorma	HIKvision	Maxx Vision	Roche Pharma	Videotec
Bernstein	Dräger Safety	Hinte Messe	Mayer	Rocon	ViDiCore
Bernt	DuPont	Honeywell	Megacom	Rothstein Schutzsysteme	Visual Protect
Besec Systemtechnik	Düperthal	HT Protect	Mesago	Säbu	Vivotek
Betafence	E. Dold & Söhne	HTS Deutschland	Messe Berlin	Salto	Vomatec
BFI Optilas	EAO Lumitas	Hunt Electronic	Messe Düsseldorf	Samsung	VPS ID Systeme
BHE	Ecos Systems	Häfele	Messe Essen	Satel Alarm	W+R Seiz
Bihl & Wiedemann	Efaflex	Hochiki	Messe München	Scat Europe	W.L. Gore & Associates
Bosch Building Technologies	EFB	Hochschule Furtwangen	Mewa Textilservice	Schnabel	Wagner Alarm- +
Brady	Ekey	IBF	Miditec Datensysteme	Schneider Intercom	Sicherungssysteme
Brewes	eks	Icognize	Milestone Systems	Schulte-Schlagbaum	Wanzl
Brickcom	Elbex	Idet Technologies	Minttron Enterprise	SCP Software	Werma
Brother International	Elten	Idesco	Mirasys	Secunet Security	Western Digital
BST	EPG	Idis	Mobotix	Networks	Wey
Bürk Mobatime	Erbstößer	IDS Imaging Development	Moeller Holding	Securitas	Wieland
Bundesagentur für Arbeit	Escape Mobility	IE Ind. Electronics	Moxa	Securiton	Wiesemann & Theis
Bundesdruckerei	ESE International	Iloq	MSA Auer	Security Data	Winkhaus
Burg-Wächter	Euchner	Impac Infrared	MTL Instruments	Secusmart	Winter
Burgenkönig Video	Euroline	IndigoVision	Murrelektronik	Seetec	W.I.S.
BWA Technology	Euromicron	Industrial Scientific	Narda Safety Test	Senstar	Wisag
Byometric Systems	European Security	InfraServ Höchst	Nedap	Setec	Zarges
Calanbau	Partners	Ing.-Büro Rosin	Neox Technologies	Siemens	Ziller-ASS
Canon	Evac Chair	Ingram	Nice Systems	Simons Voss	
Capital Safety Group	Everflow Electronics	Innotec Data	No Clim	Sitec	
Celsion	Everglow	Insys Microelectronics	North Safety Products	Sitron Sensor	
C-Tec	Evolis Card Printer	Interflex Datensysteme	Novar		
C.P.M. Service	Ewa	Intrakey Consult	NVT		
Cash Work	FM Global	i-Pro	Nürnberg Messe		
CBC Deutschland	Fastcom Technology	Isgus	OSD Schäfer		
Cedes	Feig Electronic	ISM Heinrich Krämer	Omron Electronics		

...and many more

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 valuables, 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.

The best advertisement for us is YOU!

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.
- 12. Wiley will provide reporting at the end of the Online Advertising campaign, or otherwise as requested within a reasonable time of request, to give details of Online Advertising performance (i.e. impressions, clicks). Real time transparency of campaigns can be managed by the Customer by using Google Ad Manager.

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.
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:

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:
- cancel any provision of credit to Customer;
 - require cash 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;
 - cease publication of further Advertising or terminate an agreement for Advertising;
 - withhold any discounts or rebates previously granted to the Customer; or
 - 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 resupply 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 any Advertising or Reprints produced by Wiley, howsoever 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 unlawful 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 storing or transferring data outside of the country of Customer's residence, in order to process transactions related to these Terms and to communicate with Customer, and that Wiley has a legitimate interest in processing Customer's personal data. 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 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.

Contact

GIT SICHERHEIT · Boschstrasse 12 · 69469 Weinheim (Germany) · Team-E-Mail: git-gs@wiley.com

Team Safety & Security



Steffen Ebert
Publishing Director
Tel.: +49 6201 606 709
steffen.ebert@wiley.com



Dr. Timo Gimbel
Product Management
Tel.: +49 6201 606 049
timo.gimbel@wiley.com



Eva Kukatzki
Editor
Tel.: +49 6201 606 761
eva.kukatzki@wiley.com



Miryam Reubold
Sales Team Lead
Tel.: +49 6201 606 127
miryam.reubold@wiley.com



Jörg Wüllner
Director Sales
Tel.: +49 6201 606 748
jwuellner@wiley.com



Sylvia Heider
Sales Account Executive
Tel.: +49 6201 606 589
sheider@wiley.com



Patricia Reinhard
Sales Account Executive
Tel.: +49 6201 606 027
preinhard@wiley.com



Ass. iur. Matthias Erler
Textchef
Tel.: +49 6129 5025300
matthias.erler@wiley.com



Claudia Vogel
Order Management
Tel.: +49 6201 606 758
claudia.vogel@wiley.com



Dr. Michael Leising
Tel.: +49 3603 893 565
mleising@wiley.com

Sales Representative

WILEY

Wiley is a world leading publisher of academic, scientific and professional information, and the world's largest society journal publisher. Wiley has a rich source of essential content, including a large portfolio of peer-reviewed journals serving the knowledge ecosystem in science and engineering.

We develop bespoke projects, linked to an extensive range of publications available on Wiley Online Library. Our global online resource includes 1,700+ journals and over 8 million articles. Through the reach and credibility of our extensive portfolio, we support your marketing and customer engagement strategies, maximizing their impact.

Contact:

Publisher:
Wiley-VCH GmbH
Boschstrasse 12
69469 Weinheim

Tel.: +49 6201 606 0
Fax: +49 6201 606 791
E-Mail: GIT-GS@wiley.com
Internet: git-sicherheit.com
git-security.com
wiley.com

For more information visit:
corporatesolutions.wiley.com