Media Kit 2019
inspect – WORLD of VISION
inspect-online.com

More than 19 Years your No.1 for Machine Vision and Optical Metrology
Quality connects

According to the b2b Decision Maker Analysis by Deutsche Fachpresse, trade magazines are the primary source for information on products and services. Trade magazines highlight trends and market developments, initiate purchasing decisions and enjoy the highest level of credibility.

Advertisers take advantage of this positive image. Decision makers perceive those companies that continuously advertise in trade magazines as relevant suppliers in the market.

You too can rely on Wiley's print and online publications as well as on our strong brands.

Trade magazines reach 94% of the b2b target group with their print and online publications.

A brief description

inspect is the leading trade journal for applied image processing and optical metrology. With a circulation of 20,000 copies (monitored by IVW, see ivw.de), the magazine is read by engineers and experts who are also the decision makers with regard to the use and procurement of components, products and technologies.

Further good reasons for choosing ‘inspect’ as your information and advertising medium:

1. 20 years of inspect We know the topics that market focusses on.
2. inspect – World of Vision We depict the world of image processing – in its entirety.
3. inspect international We reach all decision makers – internationally too.
4. inspect's new design The market is continually developing – we are there with it.

In the VISION, AUTOMATION and CONTROL sections, inspect provides competent, detailed and up-to-date reports on components & technologies, turnkey systems & applications as well as material testing & measuring systems. In the NON MANUFACTURING section, we present applications and developments that are not directly related to industry, but still have a high relevance for the inspection market. Our new sections are BASICS and FUTURE. As the name suggests, in BASICS we explain the basics and provide basic knowledge. In FUTURE we deal with trends and future topics such as Deep Learning, AI or Robotics.

Overview

Publication frequency

- 10 x year (incl. inspect international + Buyers Guide + Pro-4-Pro)
- 20th year in 2019

Volume

- 20,000 (Q. II, 2017)

Publishing House

- Wiley-VCH Verlag GmbH & Co. KGaA
- Boschstrasse 12, 69469 Weinheim/Germany
- +49 (0) 6201 606 0
- +49 (0) 6201 606 791
- www.inspect-online.com
- contact@inspect-online.com
- Steffen Ebert

Corporate Sales

- Director EMEA, Sciences
- Product Management/
- Editor-in-Chief
- Deputy Editor-in-Chief
- Commercial Manager
- Order Management
- Subscription
- Single Copy rate
- Subscription for students
- ISSN
- Format of the magazine

Dr. Katja Habermüller
Anke Grytzka-Weinhold
Martin Buchwitz
Oliver Scheel
Claudia Vogel

€ 51.00 (+ VAT)
€ 16.30 (+ VAT, + Postage)
€ 25.50 (+ VAT)
1616-5284
DIN A4

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Circulation analysis

<table>
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<tr>
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<th>%</th>
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<td>Remainder &amp; Archived copies</td>
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<td>191</td>
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Breakdown of recipients according to industry

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<thead>
<tr>
<th>INDUSTRY</th>
<th>%</th>
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<tr>
<td>Electronics / Optics</td>
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<td>Paper / Packaging</td>
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<tr>
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<tr>
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<td>100.0</td>
<td>19,809</td>
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All figures are average values, percentages are rounded up. Basis: Shipping data 2017/2018.

Breakdown of recipients according to position in the company / area of responsibility

<table>
<thead>
<tr>
<th>POSITION / AREA OF RESPONSIBILITY</th>
<th>%</th>
<th>Recipients</th>
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<tbody>
<tr>
<td>Management / Board</td>
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<td>7,765</td>
</tr>
<tr>
<td>Development / Engineering</td>
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<tr>
<td>Production / Manufacturing</td>
<td>15.9</td>
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<tr>
<td>Procurement / Logistics</td>
<td>11.7</td>
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<td>Quality assurance</td>
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<tr>
<td><strong>Total</strong></td>
<td>100.0</td>
<td>19,809</td>
</tr>
</tbody>
</table>

All figures are average values, percentages are rounded up. Basis: Shipping data 2017/2018.

Area of responsibility

- Management / Board: 39.2%
- Development / Engineering: 18.5%
- Production / Manufacturing: 15.9%
- Procurement / Logistics: 10.5%
- Quality assurance: 11.7%

The inspect editorial team sends out three newsletters a month: the German-language inspect newsletter which, from the beginning of 2019, will go out to our readers every two weeks; and every four weeks the official international newsletter for the industry from the VISION – the world’s leading trade fair for image processing. It is published in cooperation with the Landesmesse Stuttgart.

**Delivery dates 2019 german**

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<thead>
<tr>
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<td>07.02.19 News</td>
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<tr>
<td>March</td>
<td>07.03.19 News</td>
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<td>April</td>
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<td>May</td>
<td>02.05.19 Special 'Control'</td>
<td>16.05.19 News</td>
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<td>June</td>
<td>13.06.19 Sensor + Test</td>
<td>27.06.19 News</td>
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**Delivery dates 2019 german**

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<th>Topic</th>
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<td>05.09.19 Special Interfaces</td>
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**Delivery dates 2019 english**

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# Dates & Contents

## Issues

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<th>April</th>
<th>June</th>
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## Exhibitions

- **W3 + FAIR**
  - Wetzlar, 25.–26.02.2019
- **Control**
  - Stuttgart, 07.–10.05.2019
- **Embedded Vision Summit**
  - Santa Clara, USA, 20.–23.05.2019
- **Automotive Testing Expo**
  - Stuttgart, 21.–23.05.2019
- **Moulding Expo**
  - Graz, 23.–24.09.2019
- **Automotive Engineering Expo**
  - Nürnberg, 04.–06.06.2019

## Special Topics

- Embedded Vision
- Thermography & Hyperspectral Imaging
- Industrial Computing
- Material testing & QA
- Deep Learning
- Augmented Reality
- 3D
- Coding & Identification
- IR & X-Ray

# Basics

- Basics for the world of image processing

# Vision

- Cameras, Frame grabbers, Optics & Lighting, Software & Processes, Vision sensors, Smart cameras, Compact systems, Interfaces & Communication, Embedded Vision, Processors and Computer components…

# Automation

- Measuring, recognition, guidance – 2D/3D measuring & comparing, form position…
- Testing – surface inspection, completeness checks, Texture analysis, Colour checks, Size accuracy, Tool monitoring…
- Identifying - Bar codes, OCR, 2D codes, Geometry…

# Control

- Material testing – Microscopy/ Image analysis, X-Ray, Tomography, layer thickness, hardness, Interferometry, Holography…
- Measuring devices – Thermography, High-Speed-Cameras, Endoscopy, Laser measuring technology, measuring cameras…
- Dimensional measuring – coordinate measuring devices, Profile projectors, Form measuring devices, Topography, Flatness, Track measurement…

# Non Manufacturing

- Safety, Security, Retail, Autonomous driving, Smart home

# Future

- KI, Machine Learning, Deep Learning, Robotik, Augmented Reality
### Prices & Formats

#### Adverts

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<td>190</td>
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#### Preferred Positions

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#### Bound-in Inserts*

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<td>3-page A4 + side flip</td>
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<td>6-page A4</td>
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*Head: 5 mm; Foredge: 3 mm; Foot + right: min. 3 mm

#### Loose Inserts³

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#### Reprint and PDF

2 Pages 4c, 135 g/m²
- Glossy art print
- Print run 1,000 copies: 1,000 €
- Print run 2,000 copies: 2,000 €
- Plus VAT, postage and packaging

4 Pages 4c, 135 g/m²
- Glossy art print
- Print run 1,000 copies: 1,350 €
- Print run 2,000 copies: 1,600 €

We can provide a PDF file of your article for your internet presentation for a nominal charge of € 250 (+ VAT). Printable PDF on request.

For further information on reprints please contact Oliver Scheel, Tel.: +49 (0) 6201 606 748 or visit our website at http://bit.ly/Sonderdrucke

### Additional Costs¹

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<td>4-colour supplement³</td>
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### Additional Charges

- Binding positions: 10 %

### Discounts

- 3 Advertisements: 5 %
- 6 Advertisements: 10 %
- 9 Advertisements: 15 %
- 12 Advertisements: 20 %
- 18 Advertisements: 25 %
- 24 Advertisements: 30 %

### Terms of Payment

Payment within 30 days without deduction.

### Bank Details

- J.P. Morgan AG · Taunus Turm · Taunustor 1 · 60310 Frankfurt, Germany
- IBAN: DE5550110806161517443
- BIC: CHASDEFX

All prices are subject to 19% VAT.

The new price list comes into effect on 1 October 2018 and supersedes all previous price lists.
1/1 Pages
Type Area/Bleed Size
Type Area: 185 x 260 mm
Bleed Size: 210 x 297 mm
+ 3 mm Overlap
on all sides
Final Size: 216 x 303 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
+ 3 mm Overlap

Junior-page
Type Area/Bleed Size
Type Area: 137 x 190 mm
Bleed Size: 147 x 209 mm
+ 3 mm Overlap

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
+ 3 mm Overlap

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
+ 3 mm Overlap

1/8 Pages
Type Area/Bleed Size
Type Area: classic: 90 x 128 mm
Bleed Size: classic: 102 x 147 mm
+ 3 mm Overlap
Type Area: classic: 90 x 63 mm
landscape: 185 x 30 mm
Bleed Size: classic: 102 x 82 mm
landscape: 210 x 49 mm
+ 3 mm Overlap

FORMATS

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 methods
Sheet offset
Print profile: ISO Coated_v2_300 (39L)

Colours
Screen ruling
Euro scale 70 ruling

Loose inserts
Minimum insert size: 105 x 148 mm (w x h)
Maximum insert size: 200 x 287 mm (w x h),
the back fold must be on the long side (287 mm)
Minimum weight for single-sheets inserts: 150 g/m²

Delivery of loose inserts
Delivery quantity: 20,200 copies

Delivery of bound-in inserts
Delivery quantity: 20,500 copies

The delivery address for bound-in inserts and any supplements will be
given to you with the order confirmation.

Data format
We accept the following data formats: PDF, EPS, TIFF, JPG.

Please observe the following points:
1. Embed all text or convert it into streams.
2. Use only CMYK colours.
3. With pixel-oriented data formats (colour/greyscale), we require a
   resolution of at least 250 dpi. Bitmap files (line) should have a
   resolution of at least 1200 dpi.
4. For the creation of PDF files with Acrobat Distiller, we have
   provided you with a Joboptions file which can be downloaded at
5. 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 Verlag GmbH & Co. KGaA
FAO: Claudia Vogel
Boschstrasse 12
69469 Weinheim, Germany
Tel.: +49 (0) 6201 606 758
Fax: +49 (0) 6201 606 790
In 2019, our inspect international will again be published twice in English (circulation: 10,000 print + shipping as e-paper). In addition to our regular readers, we make use of targeted dispatch to reach other recipients. This is how your message gets exactly to the readers you want to reach. The international edition will also be available for download on the English-speaking inspect portal (www.inspect-online.com/en).

In addition to current information on components and systems from the world of industrial imaging, the magazine is rounded off with the latest technologies and examples of branch applications. Reports on international markets, trade fairs and conferences, as well as the latest trends and attitudes keep our readers up to date. Leading managers and experts give insights into their companies and market strategies as well as projects and technologies.

<table>
<thead>
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<th>ISSUE</th>
<th>MARCH inspect international 1</th>
<th>SEPTEMBER inspect international 2</th>
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<td>28.09.2019</td>
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<td>18.02.2019</td>
<td>10.08.2019</td>
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PRICES & FORMATS INTERNATIONAL

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<tr>
<td>1/2 Page landscape</td>
<td>185</td>
<td>128</td>
<td>1,540</td>
</tr>
<tr>
<td>Juniorpage</td>
<td>137</td>
<td>190</td>
<td>1,685</td>
</tr>
<tr>
<td>1/3 Page portrait</td>
<td>58</td>
<td>260</td>
<td>1,025</td>
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<tr>
<td>1/3 Page landscape</td>
<td>185</td>
<td>85</td>
<td>1,025</td>
</tr>
<tr>
<td>1/4 Page classic</td>
<td>90</td>
<td>128</td>
<td>765</td>
</tr>
<tr>
<td>1/4 Page portrait</td>
<td>43</td>
<td>260</td>
<td>765</td>
</tr>
<tr>
<td>1/4 Page landscape</td>
<td>185</td>
<td>63</td>
<td>765</td>
</tr>
<tr>
<td>1/8 Page classic</td>
<td>90</td>
<td>63</td>
<td>385</td>
</tr>
<tr>
<td>1/8 Page landscape</td>
<td>185</td>
<td>30</td>
<td>385</td>
</tr>
</tbody>
</table>

PREFERRED POSITIONS

| Title page + Story1 | 5,385 |
| Inside front/back page3 | 185 | 260 | 3,425 | 4,905 |
| Back page1 | 185 | 260 | 3,655 | 5,135 |
| 1st page right-hand text1 | 185 | 260 | 3,420 | 4,900 |
| Titel Corner | 73 x 51 x 51 mm | 1,850 |
| Postcards2 | 95 |

1 Cancellation only possible up to 8 weeks before advertising deadline. Title page: the picture must be coordinated with publisher in advance and Wiley-VCH has exclusive rights of it for 6 months.
2 Costs per thousand, affixed to a particular page on advertisement or bound-in insert + insertion costs
3 No discount given
4 Surcharge for advertisements smaller than ½ page A4 = 50%
5 Costs per thousand – including postage; no discount for loose inserts, sample must be sent before order can be accepted.

JOB ADVERTISEMENTS

25 % discount on regular advertisement prices

<table>
<thead>
<tr>
<th>ADDITIONAL COSTS4</th>
<th>PRICE €</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bleed</td>
<td>380</td>
</tr>
<tr>
<td>Per colour Eurosacle</td>
<td>500</td>
</tr>
<tr>
<td>Special Colour</td>
<td>615</td>
</tr>
<tr>
<td>4-colour supplement4</td>
<td>1,480</td>
</tr>
</tbody>
</table>
### Industries

<table>
<thead>
<tr>
<th>Industry</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Electronics, Precision Engineering, Optics</td>
<td>27.7%</td>
</tr>
<tr>
<td>Mechanical Engineering</td>
<td>16.6%</td>
</tr>
<tr>
<td>Pharmaceuticals</td>
<td>16.5%</td>
</tr>
<tr>
<td>Chemicals, Plastics</td>
<td>12.0%</td>
</tr>
<tr>
<td>Food, Beverage</td>
<td>6.9%</td>
</tr>
<tr>
<td>Automotive</td>
<td>6.3%</td>
</tr>
<tr>
<td>R &amp; D, Universities</td>
<td>4.9%</td>
</tr>
<tr>
<td>Metal, Glass, Ceramics, other Materials</td>
<td>4.2%</td>
</tr>
<tr>
<td>Others</td>
<td>5.0%</td>
</tr>
<tr>
<td><strong>Sum</strong></td>
<td>100%</td>
</tr>
</tbody>
</table>

### Countries/Regions

<table>
<thead>
<tr>
<th>Country/Region</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Germany</td>
<td>30.9%</td>
</tr>
<tr>
<td>United Kingdom</td>
<td>14.7%</td>
</tr>
<tr>
<td>Benelux</td>
<td>8.0%</td>
</tr>
<tr>
<td>Austria</td>
<td>7.8%</td>
</tr>
<tr>
<td>Italy</td>
<td>6.6%</td>
</tr>
<tr>
<td>Switzerland</td>
<td>6.3%</td>
</tr>
<tr>
<td>France</td>
<td>5.9%</td>
</tr>
<tr>
<td>Scandinavia</td>
<td>4.4%</td>
</tr>
<tr>
<td>Central Europe</td>
<td>4.2%</td>
</tr>
<tr>
<td>Spain</td>
<td>3.8%</td>
</tr>
<tr>
<td>East Europe</td>
<td>3.6%</td>
</tr>
<tr>
<td>Eastern Mediterranean</td>
<td>2.6%</td>
</tr>
<tr>
<td>Others</td>
<td>1.1%</td>
</tr>
<tr>
<td><strong>Sum</strong></td>
<td>100%</td>
</tr>
</tbody>
</table>

### Positions

<table>
<thead>
<tr>
<th>Position</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Corporate Management</td>
<td>42.9%</td>
</tr>
<tr>
<td>Business Unit-, Department-, Project Management</td>
<td>34.7%</td>
</tr>
<tr>
<td>Specialists</td>
<td>20.1%</td>
</tr>
<tr>
<td>Branch-, Plant Management</td>
<td>2.4%</td>
</tr>
<tr>
<td><strong>Sum</strong></td>
<td>100%</td>
</tr>
</tbody>
</table>

### Activity

<table>
<thead>
<tr>
<th>Activity</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Planning, Management</td>
<td>75.9%</td>
</tr>
<tr>
<td>Development, Engineering</td>
<td>7.9%</td>
</tr>
<tr>
<td>Production, Manufacturing</td>
<td>6.0%</td>
</tr>
<tr>
<td>Procurement, Logistics</td>
<td>5.5%</td>
</tr>
<tr>
<td>Quality Assurance</td>
<td>4.1%</td>
</tr>
<tr>
<td>IT, Computing</td>
<td>0.6%</td>
</tr>
<tr>
<td><strong>Sum</strong></td>
<td>100%</td>
</tr>
</tbody>
</table>

---

**BEYOND BRAND ADVERTISING**

**Pocket Guide**
People resist taking your brochures at conferences? Give them a bite-size format that fits in any pocket. You may even add Wiley content, making it a truly unique source of information.

**Webinar**
Explain complex content and applications on an almost personal level and interact with your targeted audience and spare everyone’s T&E budget at the same time.

**Info Graphic**
Relevant information, facts and figures – all compressed at a glance by images and graphs. You provide the raw material, let us do the rest.

**Micro-Targeted E-Blasts**
Get your message out to those people who really need that information. We’ll select the audience by topic and region – yes, by complying with the EU GDPR.

**Editor-Author White Paper**
Got exciting content but you just don’t have a clue how and when to write it down? Let our editorial team do the research & writing and benefit from our huge content and expert network.

**Mobile-Enabled Website**
Got tons of news, articles, videos and other cool content? Let’s pool it on an individual website, spice it with some Wiley content and create a perfect info source that can be accessed anywhere, anytime on any device.

---

**GOT EXCITING STORIES TO TELL? WANT TO POSITION YOUR EXPERTS AS THOUGHT LEADERS?**
Wiley Corporate Solutions will help you to get the attention you deserve with truly customized content solutions in digital and print.
The official Buyers Guide of the EMVA

The inspect Buyers Guide is the official Buyers Guide of the EMVA (European Machine Vision Association). It is the first published European reference for components, products, systems and services for machine vision and optical metrology.

Throughout the year you can find company profiles, products and cross references at www.inspectonline.com/buyers-guide. Once a year the inspect Buyers Guide is released as a printed English version of inspect (issue 7/19) with a circulation of 20,000 copies. The contents includes all business entries in the inspect portal, site maps, trend reports and showcases.

<table>
<thead>
<tr>
<th>COMPANY PROFILE</th>
<th>SHOWCASE</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/4 4c Page Print &amp; Online</td>
<td>€ 5,775</td>
</tr>
<tr>
<td>1/2 4c Page Print &amp; Online</td>
<td>€ 3,600</td>
</tr>
<tr>
<td>1/4 4c Page Print &amp; Online</td>
<td>€ 1,620</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>COMPANY PROFILE</th>
<th>COMPANY ENTRY + LOGO</th>
<th>COMPANY ENTRY + LOGO + PICTURE</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/6 Page Print &amp; Online</td>
<td>–</td>
<td>€ 540</td>
</tr>
<tr>
<td>1/2 Page Print &amp; Online</td>
<td>free of charge</td>
<td>–</td>
</tr>
</tbody>
</table>

The inspect Buyers Guide is a crossmedia product. All entries from the online Buyers Guide will be published as well in the annual print version – and vice versa.

ADVERTISING WITH INSPECT – ARE YOU HERE?

3Shape
Adlink Technology
Aerotech
AHF Analysentechnik
AIA
AMESS
Alacon
Alicina Imaging
Allied Vision Technologies
Alysum Tech
AMMA Service
Anetek Creaf orm
Andor Technology
AOS Technologies
Apicense
Artemenergy Publishing
Automation W+R
autoVision
B&V Optik
Balluff
Basler
Baumer
Baumer Optronic
Bicker Elektronik
Büchner Lichtsysteme
Carl Zeiss IMT
Carl Zeiss Microscopy
CBB
CCT
CCS
Chromasens
Cognex
Coherent
Compar
Compar Products Express
Confovis
Creaform 3D
Cromitec
CTMV
CTR Carinthia Tech
Datologic Automation
Datasonor
Demat
Deutsche Messe
di-See
Doctor Optics
Dr. Heinrich Schneider
Edvix
Edmund Optics
Effitlux
electron
Eltic Electronik
EMVA
Euresys
EVT DI Kerschhagg
EVT Eye Vision Technology
Falcon Illumination
Faro
Faser-Optik Henning
FEI
Fleet Events
Flir integrated Imaging
Flir Systems
Framos
Fujifilm
Fujinon
Geometric
Hamamatsu Photonics
Hexagon Metrology
High Speed Vision
Hitachi
ibea
IDS
iFM
iM
iLE E Laser Innovation
Imago Technologies
Imc Test & Measurement
Imperx
Impuls Imaging
Innowep
in-situ
Intercon 1
IOSS Intelligente optische
IS Imaging Solutions
JAI A/S
Jenoptik Optical Systems
Jos. Schneider Optische
werke
Kappa optronics
Karl Storz
Keyence
Kowa
Laetus
Landesmesse Frankfurt
LAP
Laser 2000
Laser Components
Leica Mikrosystem
LEI
Leoni Fiber Optics
Lepton Vision
Leuze Electronic
Lippert Adlink Technology
LMH Technologies
LOT
Lumenera Corporation
Mahr
Matrix Vision
Matrox Electronic Systems
MaxxVision
MBI Imaging
Mesago
Messe München
Micos
Micro-Epsilon
Microscan Systems
Midwest Optical
Mikrotron
Mitutoyo
MSC
m-u-t Meßgeräte
MVTec
Myron
National Instruments
Newtec Newton
NeuroCheck
NextSense
Nikon
NorPix
Nürnb erg Messe
Octum
OGP
Olympus
Omron
OPT Machine Vision
Optics Balzers
Opto
Opto Engineering
Optometron
Optris
P.E. Schall
Panasonic
Perfett + Fuchs
Perceptron
Phoenix x-ray
Photonfocus
Physik Instrumente
Phytec
Pixxus
Pixelink
Planetary Lichttechnik
Pleora Technologies
PMDD Technologies
POG
Point Grey
Polytec
Precitec Optronik
Productware
ProPhotonic
Pyramid
Qoipiog
Quiss
Rauscher
Remishow
Ricoh Imaging
Robert Bosch GmbH
SAC
Schaefer Technologie
Schäffer + Kirchhoff
Schott
Seel Optique europe
Sensopart
Sensor to Image
ShapeDrive
Sick
Siemens
Sigum Computer
Silicon Software
Sil Optics
SmartRay
Sony
Spectroscopy
Spectrum Illumination
Spektrum
Steinbichler Optotechnik
Stemmer Imaging
SYV-Vistec
SysCon
Tamron
Technische Akademie
Teledyne DALSA
The Imaging Source
Europe
Toshiba Teli
Tropics
TYX
unique vision
VDS Vosskühler
Vialux
Videor
Vieworks Co. Ltd.
Visimation
Vision & Control
Vision Components
Vision Engineering Ltd.
Vision Light Tech
Vision Research
Vision Tools
Visuelle Technik
Vitronic
VMT
Volpi
Volume Graphics
VRmagic
Wehrhahn MesBysente
Wenglor
Wenzel Group
Werth Messetechnik
Xenics
Ximea
Yxlon Intern.
Z-Laser
ZygoLOT
Visibility can be so easy – with just one Product and/or Company Profile in our Special Edition PRO-4-PRO. This reference work with a circulation of 30,000 copies, appears once a year before the important autumn fairs of the Automation, Security and Image Processing industries. As a collaboration publication of the trade magazines GIT SECURITY, messec drives Automation and inspect – World of Vision, the publication is designed for each industry and the relevant event. For you this means a distribution that extends much wider than the usual circle of recipients. In addition your product and/or company portrait are represented on the industry platform PRO-4-PRO.com for a whole year.

The print edition clearly presents detailed system, performance and company portraits as well as products and applications from the diverse sectors. The publication is rounded off with contributions on the basics as well as overviews from the fields of automation, security and image processing. Qualified inquiries from decision-makers prove that the combination Print/Online is a winner for those who present themselves in and on PRO-4-PRO.

Examples

Prices

Preferred positions (will be reserved in the order of booking arrival)
THE EXPRESSWAY 

PRO-4-PRO is an essential part of Wiley’s cross media publishing concept. The combination of publishing product news in our B2B magazines, portals and PRO-4-PRO multiplies the marketing success for your company.

**Basic entry free of charge**
- Detailed company and product description
- Individual optimization for search engines (e.g. SEO for Google)
- Sector specific newsletter service
- Target-group specific banner placements

PRO-4-PRO.com – PRODUCTS FOR PROFESSIONALS – is the unique product database for vertical B2B markets.

### Banner in a product segment

**Rectangle Banner 180 x 150 Pixel**

<table>
<thead>
<tr>
<th>Price per Month €</th>
<th>6 MONTHS / PRICE €</th>
<th>12 MONTHS / PRICE €</th>
</tr>
</thead>
<tbody>
<tr>
<td>Basic entry free of charge</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Product entry</td>
<td>310</td>
<td>550</td>
</tr>
<tr>
<td><strong>Package deals</strong></td>
<td>Rundyme</td>
<td>12 MONTHS / PRICE €</td>
</tr>
<tr>
<td>Basic Package</td>
<td>4 Product entries (12 Months)</td>
<td>1,700</td>
</tr>
<tr>
<td>Basic Plus Package</td>
<td>8 Product entries (12 Months)</td>
<td>3,140</td>
</tr>
<tr>
<td>Flat rate</td>
<td>15 Product entries (12 Months)</td>
<td>5,080</td>
</tr>
</tbody>
</table>

**Clear structure**
- Optimized for mobile devices
- ONE SITE FITS ALL

**WWW.PRO-4-PRO.COM**
**Banner advertising**

Give your company an image, show your presence, communicate a product launch – in short: benefit from our scope. Complement your print campaign and increase your market penetration with an image campaign on [www.inspect-online.com](http://www.inspect-online.com).

---

**Whitepaper/Application note**

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

- **Whitepaper**: € 890 for 6 months
  - Including: Teaser text, product photos, company contacts, PDF for download

- **Webcast**: € 895 for 6 months
  - Including: Teaser text, product video, company address

**Top Teaser Story**

Promote your product, your application note, your event or any other highlight on the “cover page” of [www.inspect-online.com](http://www.inspect-online.com). Reach your target group 24/7/365.

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

  **Scope of Service:**
  - Picture, Headline, Intro on landing page (150 letters)
  - Detailed Text (up to 4,000 characters recommended)
  - 1-4 Images
  - Contact Information

  **Running Time:** 1 month prominent as a Top Teaser Story. Additionally, your highlight remains for a total of six months in the portal’s database

* in a rotation scheme with five other Top Teaser Stories

---

**Newsletter: Banner formats & prices**

- **Wide Skyscraper**: 160 x 600 Pixel
  - € 970

- **Full Banner**: 468 x 60 Pixel
  - € 840

- **Feature**: € 1,010

**Technische Daten:**

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

- **Banner:**
  - Size of data: max. 40 KB
  - Data formats: GIF, JPG, any kind of Redirect/Tag
  - Target-website: please tell us the exact URL where your banner should be linked to.

- **Information:**
  - Text: up to 1,000 characters incl. blanks
  - Pictures: JPG, PNG, TIF

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

---

**Exclusive access to your customers**

**Single Sponsored Newsletter**

4,500 €
Enter into dialogue with your target group, generate leads and use the diverse possibilities for interaction with your clients (e.g. via the Chat function). Whether in real time or on demand you are offering your clients or co-workers valuable educational content and information independent of place, time or travel budget.

You can fully rely on our experts to assist you in the implementation. Experienced project managers look after all the technical and organizational details. The editorial department will advise and support you in questions about content and concept and a communications plan for the promotion of the webinar is, of course, also part of our concept.

**Webinars In Dialogue with your Target Group**

Microsites enable you to focus on a specific topic, thereby addressing potential customers specifically. This makes them an ideal tool for breaking into new markets, strengthening your image as an opinion leader and expert or establishing yourself in a new field and creating demand for your products. Whatever the goal of your communication might be, the success of a Microsite depends heavily on relevant and high quality content. Use our editorial content, our journalistic competence and our media to achieve success. Profit from the image transfer, credibility and scope of our media and use our target group portals as neutral platforms and disseminators.

**Microsites Focusing on your Topic**

<table>
<thead>
<tr>
<th>Microsite “BASIC”</th>
<th>Pre Running Time</th>
<th>Running Time</th>
<th>Running Time</th>
<th>Running Time</th>
</tr>
</thead>
<tbody>
<tr>
<td>Media Service</td>
<td>At least 6 weeks for conception and promotion</td>
<td>3 months</td>
<td>6 months</td>
<td>12 months</td>
</tr>
<tr>
<td>Promotion</td>
<td>1 x Banner on Portal for 3 months; 1 x Product Feature in e-Newsletter</td>
<td>X</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>1 x Banner on Portal for 6 months; 2 x Product Feature in e-Newsletter</td>
<td></td>
<td>X</td>
<td></td>
</tr>
<tr>
<td></td>
<td>1 x Banner on Portal for 12 months; 3 x Product Feature in e-Newsletter</td>
<td></td>
<td></td>
<td>X</td>
</tr>
<tr>
<td>Tariffs Microsite “BASIC” *</td>
<td>6 weeks</td>
<td>€ 8,750</td>
<td>€ 15,500</td>
<td>€ 27,750</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Microsite “PREMIUM”</th>
<th>Pre Running Time</th>
<th>Running Time</th>
<th>Running Time</th>
<th>Running Time</th>
</tr>
</thead>
<tbody>
<tr>
<td>Media Service</td>
<td>At least 6 weeks for conception and promotion</td>
<td>3 months</td>
<td>6 months including 1 exchange of editorial content</td>
<td>12 months including 2 exchanges of editorial content</td>
</tr>
<tr>
<td>Promotion</td>
<td>1 x Banner on Portal for 3 months; 2 x Product Feature in e-Newsletter; 1 x Full Banner e-Newsletter</td>
<td>X</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>1 x Banner on Portal for 6 months; 4 x Product Feature in e-Newsletter; 1 x Full Banner e-Newsletter</td>
<td></td>
<td>X</td>
<td></td>
</tr>
<tr>
<td></td>
<td>1 x Banner on Portal for 12 months; 6 x Product Feature in e-Newsletter; 1 x Full Banner e-Newsletter</td>
<td></td>
<td></td>
<td>X</td>
</tr>
<tr>
<td>Tariffs Microsite “PREMIUM” *</td>
<td>6 weeks</td>
<td>€ 10,750</td>
<td>€ 19,250</td>
<td>€ 34,250</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Microsite “Stand alone”</th>
<th>Pre Running Time</th>
<th>Running Time</th>
<th>Running Time</th>
<th>Running Time</th>
</tr>
</thead>
<tbody>
<tr>
<td>Multiply configurable websites based on Wordpress, incorporation of diverse media possible, search function, registration possibilities, external news feeds, incorporation of social media, optimization for mobile devices, evaluation etc.</td>
<td>3 months</td>
<td>6 months</td>
<td>12 months</td>
<td></td>
</tr>
<tr>
<td>18 weeks on request</td>
<td>18 weeks on request</td>
<td>18 weeks on request</td>
<td>18 weeks on request</td>
<td></td>
</tr>
</tbody>
</table>

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

**Webинаrs In Dialogue with your Target Group**

<table>
<thead>
<tr>
<th>Webinar “BASIC”</th>
<th>Conception, Promotion</th>
<th>Tariff</th>
</tr>
</thead>
<tbody>
<tr>
<td>Media Service</td>
<td>Hosting, Project Management, Live-Streaming, Delivery of all Leads, Editorial Announcements Online Banner and Product Feature provided by the client **</td>
<td></td>
</tr>
<tr>
<td>Promotion</td>
<td>1 x Banner on Portal for 2 months; 1 x Product Feature in e-Newsletter; Reminder email to participants 24 hours and 1 hour before begin.</td>
<td></td>
</tr>
<tr>
<td>Tariff Webinar “BASIC” *</td>
<td>10 weeks</td>
<td>€ 8,750</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Webinar “PREMIUM”</th>
<th>Conception, Promotion</th>
<th>Tariff</th>
</tr>
</thead>
<tbody>
<tr>
<td>Media Service</td>
<td>Hosting, Project Management, Live-Streaming, Delivery of all Leads, Editorial Announcements Online Banner and Product Feature provided by the client **</td>
<td></td>
</tr>
<tr>
<td>Promotion</td>
<td>1 x Banner on Portal for 2 months; 2 x Product Feature in e-Newsletter, 1 x Wide Skyscraper Banner in e-Newsletter, Reminder email to participants 24 hours and 1 hour before begin.</td>
<td></td>
</tr>
<tr>
<td>Tariff Webinar “PREMIUM” *</td>
<td>10 weeks</td>
<td>€ 11,250</td>
</tr>
</tbody>
</table>

* Discount not available ** If desired the publishing house will create the printing material for an additional fee.
Wiley’s Essential Knowledge Briefings (EKB) offer a concise overview (5,000 words in length) of trending topics or technologies within highly specialized fields.

Reviewed and updated annually, EKBs are an essential resource for professionals in both academia and industry looking to update their understanding of key developments within each specialty.

Take your brand further or shape your market by sponsoring an EKB that delivers highly specialized content to your target audiences. Sponsorship opportunities are available within science and engineering, and healthcare.

Digital Guides! Essential Knowledge Briefings (EKB)

Preparation of a digital guide book with basic knowledge on a current topic, including configuration and editorial support.

On www.essentialknowledgebriefings.com, for one year. You can link to your EKB from any company platform.

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Your logo on the publication, on the EKB website and on all advertising material. Backlink to your website.

Co-branding with corresponding Wiley brands (e.g. B2B titles).

Banner advertising for 2 months on relevant B2B portals or on the Wiley Online Library, banner or product feature in a relevant newsletter and news feature on the landing page.

Multimedia features, print-run, and additional marketing resources, available on request

BASIC PRICE € 15,640

1. These General Terms and Conditions shall apply to all contracts hereinafter referred to as “orders” relating to the publication of one or several articles of one advertisement (hereinafter: “client”) in the magazines of Wiley-VCH GmbH & Co. KGaA (hereinafter: “publisher”) for the purpose of disseminating advertising material in printed as well as digital formats, and on the publisher’s website. The client shall always order for third-party publications in the magazines published by the publisher; the client acknowledges these General Terms and Conditions upon placing an order.

2. Offering, conflicting or supplemental general terms and conditions of advertising clients will not be recognized as an integral part of the contract, unless the publisher agrees in writing.

3. The following shall apply to clients wishing to place more than one advert: The discounts shown in the advert price list are only granted for one advert per single issue, and only for one publication per year. The invoice begins on the date of appearance of the first advert, unless a different start date has been agreed in writing upon signing of the contract. The size of discount is based on volume. Within a year, fewer adverts are taken than originally agreed, the publisher shall be entitled to re-calculated the offer with a difference between the actual and guaranteed number taken.

4. Upon contractual signing, the client shall be entitled to release further ads in addition to the volume stated in the order, within the agreed timeframe or that stated in clause 3.

5. Other cancellations must be issued in writing. The cancellation charge imposed in the case of cancellation on the deadline date for the placement of the advertisement (or thereof) in the total order value. In such instance, however, the client expressly grants the publisher the right to prove that the contractor suffered losses, or at any event up to a 30% loss.

6. Orders for adverts and other marketing material to be published specifically and exclusively in specific places or in the publication must have the publisher’s sufficient time – i.e. not later than the date specified in the order confirmation – for the client to be able to inform before the advert deadline of whether the order can be executed in the requested manner.

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

8. The publisher reserves the right to order adverts, including individuals adverts under a contract order – or orders for texts, on grounds of technical, legal or technical specifications of the publisher. The client acknowledges these General Terms and Conditions upon placing an order.

9. The client is responsible for providing a deadline for the actual delivery of ready-to-print data. The publisher reserves the right to request rework if the deadline is not met or the delivery of ready-to-print data is incorrect.

10. Differing, conflicting or supplemental general terms and conditions of advertising clients will not be recognized as an integral part of the contract, unless the publisher agrees in writing.

11. The publisher undertakes to provide his client with allegiance to the contract and the quality specified, unless there is a delay due to factors outside the control of the publisher. The publisher is liable in such circumstances only for the damage which is caused by breach of contract, unless the claimant can prove that the damage was caused by the neglectful or contrary action of the publisher (this includes also the neglectful or contrary action of the publisher’s representatives and delegated representatives). In such circumstances, the publisher’s liability is limited to the damage which can be proven to be typical for this type of contract. Should a defect be claimed, the publisher is liable for the damage which was caused by neglectful or contrary action of the publisher and his agents of the publisher’s representatives and delegated representatives. However, the publisher is not liable for indirect damage.

12. (1) The client’s claims for damages shall be excluded unless provided for otherwise hereinbelow. This exclusion of liability shall also apply in favor of the publisher’s legal representatives and scarce assets in the event that the client asserts claims against them.

13. Claims for damages on account of damage or adverse health effects as well as claims for damages caused by a violation of essential contractual obligations shall be excepted from the liability exclusion in paragraph 1. Essential contractual obligations shall mean obligations, the fulfillment of which is necessary in order to achieve the objectives of the contract. Liability for damages caused by intentional or grossly negligent breach of contract on the part of the client, his legal representatives or scarce assets shall also be excepted from the liability exclusion.

14. (1) If the client’s claims for damages shall be excluded unless provided for otherwise hereinbelow. This exclusion of liability shall also apply in favor of the publisher’s legal representatives and scarce assets in the event that the client asserts claims against them.

15. Claims for damages on account of damage or adverse health effects as well as claims for damages caused by a violation of essential contractual obligations shall be excepted from the liability exclusion in paragraph 1. Essential contractual obligations shall mean obligations, the fulfillment of which is necessary in order to achieve the objectives of the contract. Liability for damages caused by intentional or grossly negligent breach of contract on the part of the client, his legal representatives or scarce assets shall also be excepted from the liability exclusion.

16. In the event of a reduction in circulation, a price reduction may be claimed for contracts for a series of adverts if, in the overall average of the publication period, the average number of issues sold (for trade magazines, where appropriate, the average actual distribution) in the previous calendar year is not exceeded. In each individual contract, the client is expressly granted the right to provide notice of a price reduction in the contract, to make the publication of further adverts dependent on the prepayment of the sum due and the settlement of outstanding invoices, regardless of the payment terms originally agreed.

17. Claims for damages on account of damage or adverse health effects as well as claims for damages caused by a violation of essential contractual obligations shall be excepted from the liability exclusion in paragraph 1. Essential contractual obligations shall mean obligations, the fulfillment of which is necessary in order to achieve the objectives of the contract. Liability for damages caused by intentional or grossly negligent breach of contract on the part of the client, his legal representatives or scarce assets shall also be excepted from the liability exclusion.

18. In the event of a delay in delivery of the publisher, the client acknowledges these General Terms and Conditions upon placing an order.

19. The client’s claims for damages shall be excluded unless provided for otherwise hereinbelow. This exclusion of liability shall also apply in favor of the publisher’s legal representatives and scarce assets in the event that the client asserts claims against them.

20. Claims for damages on account of damage or adverse health effects as well as claims for damages caused by a violation of essential contractual obligations shall be excepted from the liability exclusion in paragraph 1. Essential contractual obligations shall mean obligations, the fulfillment of which is necessary in order to achieve the objectives of the contract. Liability for damages caused by intentional or grossly negligent breach of contract on the part of the client, his legal representatives or scarce assets shall also be excepted from the liability exclusion.

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