2022

CITplus
Compelling solutions through strategic partnerships

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CITplus

The process engineering magazine CITplus is the premiere magazine in the German-speaking region for comprehensive application and practice-related articles, documentaries, interviews and product presentations in the field of process engineering, measurement and control technology and process control technology.

CITplus has **the largest subscription circulation** in its field (more than 50%). CITplus is read by over 20,000 qualified executives, process and chemical engineers, investment decision-makers as well as designers, developers and plant engineers, who are known by name. According to a study by the Emnid Institute, CITplus has an average of 3.4 co-readers.

As the official publication of ProcessNet, the combination of the two associations and co-publishers VDI-GVC and DEHEMA, CITplus provides its readers with decisive and often exclusive (background) information for their day-to-day work. The editorial spectrum ranges from pumps, compressors and compressed air technology to filter and separation technology, mechanical process and bulk materials handling technology as well as software for processes and methods up to MSR and automation technology.

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**Overview**

**Publication frequency**
10 issues per year

**Volume**
25th year 2022

**Circulation**
20,000

**Publisher**
DEHEMA
VDI-GVC (ProcessNet)

**Publishing Director**
Dr. Heiko Baumgartner

**Commercial Manager Sciences**
Vanessa Winde

**Product Manager**
Dr. Michael Reubold

**Editor-in-Chief**
Dr. Etwina Gandert

**Advertising**
Stefan Schwartz
Marion Schulz
Thorsten Kritzer

**Subscription**
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**ISSN**
1436-2597

**Format of the magazine**
DIN A4
# Dates & Contents

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## Newsletter

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## Subject areas*

*Please find the individual topics within the subject area on the following page.*

- Systems
- Devices
- Components

- Industrial Engineering
- Safety

- Mechanical Processes
- Bulk Material Technology
- Logistics

- Measurement, Control, Regulating, Automation Engineering
- Drive Technology

- Pumps
- Compressors
- Compressed Air Technology

- Thermal Processes
- Chemical Processes
- Materials and Gases

- Flow Measurement
- Explosion protection
- Engineering, Process IT,
- Level Measurement
- Mixing, Conveying, Dosing
# Dates & Contents

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## Trade Fairs

- **Achema**
  Frankfurt 22.–26.08.2022
- **ProcessNet-Jahrestagung**
  Aachen 12.–15.09.2022
- **MSR-Spezialmesse**
  Bochum 26.10.2022
- **SPS**
  Nuremberg 08.–10.11.2022
- **MSR-Spezialmesse**
  Ludwigshafen 14.09.2022
- **Powtech**
  Nuremberg 27.–29.09.2022
- **ILMAC**
  Lausanne 28.–29.09.2022
- **NAMUR Hauptsitzung**
  Bad Neuenahr 10.–11.11.2022
- **Valve World Expo**
  Dusseldorf 29.11. - 01.12.2022
- **Partes2clean**
  Stuttgart 11.–13.10.2022

## Trade Fair Issues

- Achema
- Powtech
- **25 Years CITplus**
- SPS

## Specials

- The whole world of Process Engineering
- Bulk Material Technology
- Sustainable chemical industry
- Digitization
- Energy efficiency

## Subject areas*

- **Systems**
- **Devices**
- **Components**
- **Industrial Engineering**
- **Safety**
- **Mechanical Processes**
- **Bulk Material Technology**
- **Logistics**
- **Measurement, Control, Regulating, Automation Engineering**
- **Drive Technology**
- **Pumps**
- **Compressors**
- **Compressed Air Technology**
- **Thermal Processes**
- **Chemical Processes**
- **Materials and Gases**

## Product Forum

- Achema Topicals
- Explosion protection
- Level Measurement
- Engineering-Software, Process IT
- Hoses, Pipes, Fitting Technology

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*Please find the individual topics within the subject area on the following page ……………*
### Subject areas | Topics

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<th>Systems</th>
<th>Devices</th>
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<td>• Systems</td>
<td>• Devices</td>
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<tr>
<td>for metering, emptying, conveying, transporting, storage, packaging and filling, calcining systems, coolers, reactors, recycling systems, sintering plant, vacuum systems, wear and abrasion protection, coating, heat recovery, heat exchangers, weighing</td>
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<td>Filling Technology</td>
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<td>Drive Technology</td>
<td>Drive electronics, speed controllers, rotary encoders, frequency inverters, gear units, couplings, motors, actuators, inverters, motion control, control cabinet systems, housing systems, cables and optic fibres, sensors</td>
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<td>Systems, supply, processes</td>
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Prices & Formats

Advertisements | width/height (mm) | Price €
--- | --- | ---
1/1 Page | 210 x 297* | 8,080
1/2 Page portrait | 90 x 260 | 4,820
1/2 Page landscape | 185 x 128 | 4,820
Juniorpage | 137 x 190 | 5,340
1/3 Page portrait | 58 x 260 | 2,980
1/3 Page landscape | 185 x 85 | 2,980
1/4 Page classic | 90 x 128 | 2,490
1/4 Page portrait | 43 x 260 | 2,490
1/4 Page landscape | 185 x 63 | 2,490
1/8 Page classic | 90 x 63 | 1,630
1/8 Page landscape | 185 x 30 | 1,630
Job Advertisements |  | 25 % discount on regular advertisement prices

Bound-in inserts* | width/height (mm) | Price €
--- | --- | ---
2-page A4* | 210 x 297 | 6,650
3-page A4 + side flip* | 207 + 105 x 297 | 8,455
4-page A4* | 420 x 297 | 9,215

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

Preferred Positions | width/height (mm) | Price €
--- | --- | ---
Title page + story**1 | 213 x 303 | 9,215
Inside cover + story** | 210 x 297 | 7,150
Inside front/back page, Back page11 | 210 x 297* | 8,170
Belly Band | 450 x max. 100 | 5,730
Postcards2 | 140 | 

BuyersGuide3 | Column | Price €
--- | --- | ---
Each printed line, per edition and keyword | 40 mm | 8.–

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

Discounts
---
3 Advertisements 5 %
6 Advertisements 10 %
9 Advertisements 15 %

Loose inserts3 | weight | Price €
--- | --- | ---
up to 25 g | 300
up to 50 g | 385

Reprints and e Prints
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Tax No.: 47020/29082

All prices are subject to the statutory VAT.
The new price list comes into effect on 1 January 2022 and supersedes all previous price lists.

1 Cancellation only possible up to 8 weeks before advertising deadline.
Title page: the picture must be coordinated with publisher in advance and Wiley-VCH GmbH has exclusive rights of it for 6 months.

** The cover story/inside cover story will be handled like an editorial article and is subject to the standards and formalities of the magazine.

2 Postcards: 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 Pages
Type Area/Bleed Size
Type Area: portrait: 185 x 260 mm
landscape: 210 x 297 mm
Bleed Size: portrait: 185 x 260 mm
landscape: 210 x 297 mm

1/2 Pages
Type Area/Bleed Size
Type Area: portrait: 90 x 260 mm
landscape: 185 x 128 mm
Bleed Size: portrait: 102 x 297 mm
landscape: 210 x 147 mm

Juniorpage
Type Area: classic: 90 x 128 mm
landscape: 185 x 30 mm
Bleed Size: classic: 102 x 147 mm
landscape: 210 x 297 mm

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

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

**Print and binding methods**
Sheet offset, adhesive binding

**Colours**
Euro scale

**Screen ruling**
70 ruling
Print profile: ISO Coated_v2_300 (39L)

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

**Delivery of loose inserts**
Delivery quantity: 20,200 copies

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

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

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

**Please observe the following points:**
1. Embed all text or convert it into streams.
2. Use only CMYK colours.
3. With pixel-oriented data formats, we require a
   resolution of at least 250 dpi.
4. Do not compress JPG files too strongly, or this
   will lead to visible loss of image quality. Use the
   “maximum” or “high” quality gradings.

**To avoid errors, please observe the following:**
Send all text to be used and associated files toge-
ther. 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 addi-
tional work, which we have to add to your invoice.

**Transmission options**
by e-mail an mradtke@wiley.com

Wiley-VCH GmbH
FAO: Melanie Radtke
Boschstrasse 12
69469 Weinheim
Tel.: +49 (0) 6201 606 557
Analysis

Circulation Analysis*

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<th>Printed copies</th>
<th>20,000</th>
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<td>Actually circulated</td>
<td>19,930</td>
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<tr>
<td>Subscribed copies</td>
<td>10,208</td>
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<td>Free samples</td>
<td>9,722</td>
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* 1st quarter 2020

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<tr>
<th>Employees Range</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 - 49 employees</td>
<td>23 %</td>
</tr>
<tr>
<td>50 - 99 employees</td>
<td>9 %</td>
</tr>
<tr>
<td>100 - 199 employees</td>
<td>11 %</td>
</tr>
<tr>
<td>200 - 499 employees</td>
<td>12 %</td>
</tr>
<tr>
<td>500 - 999 employees</td>
<td>10 %</td>
</tr>
<tr>
<td>1000 and more employees</td>
<td>31 %</td>
</tr>
<tr>
<td>No details</td>
<td>2 %</td>
</tr>
</tbody>
</table>

CITplus is the official publication of ProcessNet

The personal members of the VDI association GVC (about 7,100) receive CITplus continuously in the context of their membership.

Industries/Sectors/Specialisms/Professional groups

<table>
<thead>
<tr>
<th>Industry/Group</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Chemical industry</td>
<td>43 %</td>
</tr>
<tr>
<td>Machinery/plant/equipment construction</td>
<td>22 %</td>
</tr>
<tr>
<td>Pharmaceutical industry</td>
<td>10 %</td>
</tr>
<tr>
<td>Engineering offices for technical planning, maintenance and repair</td>
<td>9 %</td>
</tr>
<tr>
<td>Colleges of further education, colleges and universities</td>
<td>7 %</td>
</tr>
<tr>
<td>Food and fodder industry</td>
<td>5 %</td>
</tr>
<tr>
<td>Electrical engineering, precision mechanics and optics</td>
<td>2 %</td>
</tr>
<tr>
<td>Mining, exploitation of oil, gas, stone and minerals</td>
<td>1 %</td>
</tr>
<tr>
<td>Energy + Water supply</td>
<td>1 %</td>
</tr>
</tbody>
</table>

Decision-making competence for investments

<table>
<thead>
<tr>
<th>Activity</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Make specific specialist recommendations</td>
<td>67 %</td>
</tr>
<tr>
<td>Make definitive decisions together with colleagues</td>
<td>66 %</td>
</tr>
<tr>
<td>Obtain information</td>
<td>61 %</td>
</tr>
<tr>
<td>Make preparations for decisions with analyses and evaluations</td>
<td>60 %</td>
</tr>
<tr>
<td>Provide suggestions</td>
<td>60 %</td>
</tr>
<tr>
<td>Make definitive decisions alone</td>
<td>35 %</td>
</tr>
<tr>
<td>The decisions are made by employees subordinate to me</td>
<td>22 %</td>
</tr>
<tr>
<td>No details</td>
<td>3 %</td>
</tr>
</tbody>
</table>

Job characteristic: field of activity

<table>
<thead>
<tr>
<th>Field of activity</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Construction, technical planning, production division, R&amp;D</td>
<td>48 %</td>
</tr>
<tr>
<td>Sales, marketing</td>
<td>10 %</td>
</tr>
<tr>
<td>Executive management</td>
<td>23 %</td>
</tr>
<tr>
<td>Technical operations, maintenance</td>
<td>10 %</td>
</tr>
<tr>
<td>Trining, education</td>
<td>5 %</td>
</tr>
<tr>
<td>Consulting, controlling</td>
<td>3 %</td>
</tr>
<tr>
<td>Not specified and other</td>
<td>2 %</td>
</tr>
</tbody>
</table>
Specialist Committee

Prof. Dr.-Ing. Norbert Kockmann
TU Dortmund, Faculty of Biological and Chemical Engineering, Working Group Apparatus Design, is the deputy head of the ProcessNet professional group PAAT — process, apparatus and systems engineering.

Prof. Dr. Thomas Hirth
Vice President for Innovation and International Affairs of Karlsruhe Institute of Technology (KIT). Hirth is a member of Germany’s BioÖkonomieRat and Chairman of the ProcessNet Executive Board.

Prof. Dr. Ing. Wolfgang Peukert
Professor of Solid Material and Boundary Layer Process Engineering at the University of Erlangen-Nuremberg and is chairman of the ProcessNet association for Particle Technology and Product Design.

Prof. Dr. Roland Ulber
Kaiserslautern Technical University Faculty of Mechanical and Process Engineering, professor of Biological Process Engineering and representative of the Dechema association for Biotechnology in the specialist committee of CITplus.

Prof. Dr. Ferdi Schüth
Max-Planck-Institute for Coal Research, Mülheim, chairman of the ProcessNet association for Reaction Technology and chairman of the coordination group for Chemical Energy Research.

Dr. Hans-Erich Gasche
Director Process & Plant Safety, Bayer Technology Services, Leverkusen, Chairman of the working group “Lessons from Process Safety Incidents” within the ProcessNet section “Plant and Process Safety”.

Dipl.-Ing. Eva-Maria Maus
is the deputy chairperson on the ProcessNet specialist community for chemical reaction technology and deputy chairperson of the specialist group for membrane technology.

Dr. Christian Poppe
is Director Technical Service, Covestro, as well as chairman of the VDI department “Operation of Process Systems” (GVC0 3 Operations).
Wiley Online Library

More than 1,600 magazines and more than 22,000 books in more than 120 subject channels build the content of the Wiley Online Library. The global Wiley Network offers the latest information from science and industry - from all sectors and geographical regions of the world.

By entering a search term (publication, topic or keyword) to access the large database. The user data shows how popular is this information source among users:

15 Mio. Unique Visitors
25 Mio. Visits
65 Mio. Pages Views

The CITplus leaderboard features are the articles of the print editions, they are available in PDF format and can be find by search engine. The website also offers users the opportunity to search for the most cited technical articles, post content alerts and search the research the contents of the journal.

A point of contact that is of direct or indirect interest to users and offers an attractive platform for advertisers.

Request your personal offer:

Marion Schulz (Account Manager)
Tel.: +49 6201 606-565
E-Mail: mschulz@wiley.com

### Basic prices on a magazine

<table>
<thead>
<tr>
<th>Type of Advertisement</th>
<th>Price € TKP incl. geo-targeting</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leaderboard Banner (728 x 90)</td>
<td>69</td>
</tr>
<tr>
<td>Rectangle Banner (300 x 250)</td>
<td>89</td>
</tr>
</tbody>
</table>

TKP = price per thousand

chemanager.com is the portal for top executives and decision makers of the chemical and pharmaceutical industry and the relevant supply and application sectors. Everybody who wants to stay on the cutting edge of industry news should not miss chemanager-online.com.

Online-Advertisement
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 chemanager.com/CITplus.

| Leaderboard | 728 x 90 Pixel | € 1,530 / month, run of site* |
| Wide Skyscraper** | 160 x 600 Pixel | € 2,050 / month, run of site* |
| Skyscraper** | 120 x 600 Pixel | € 1,595 / month, run of site* |
| Medium Rectangle | 300 x 250 Pixel | € 2,130 / month, run of site* |

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

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

Top Feature
Promote your product, your application note, your event or any other highlight on the “cover page” of chemanager.com. Reach your target group 24/7/365.

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

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

Combinated Offer: Feature on Portal + Newsletter € 2,625

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

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

Scope of Service: Teaser text, product photos, company contacts, PDF for download € 995 / 6 months

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

Scope of Service: Teaser text, product video, company address € 995 / 6 months.

Accesses to the website (Google Analytics)
Page Impressions/month 133,700
Visits/Month 89,750
Unique Visits/Month 74,300
Mean values from the 1st half of 2021

See next page for technical specifications.
Newsletter: www.chemanager.com/CITplus

With alternating German- and English-language free-of-cost newsletters, CHEManager provides its subscribers with important market and company news on a weekly basis. In addition to latest news, exclusive interviews and top stories the newsletters inform about products, services and events.

Newsletter: Banner formats & prices

Publication: bi-weekly. With the booking of a „Feature“, your content will be placed on one of the prominent feature positions

<table>
<thead>
<tr>
<th>Format</th>
<th>Size (px)</th>
<th>Price (€)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Banner</td>
<td>468 x 60</td>
<td>1,010</td>
</tr>
<tr>
<td>Medium Rectangle</td>
<td>300 x 250</td>
<td>2,020</td>
</tr>
</tbody>
</table>

Feature Newsletter

Text (up to max. 4,000 characters advisable), headline, intro (150 characters), at least one image (format 1:5:1, at least W x H 476 x 315 px, better 750 x 500 px, max. 250 KB), three additional images possible (format see above), Contact information

€ 1,070

Combo offer:

Feature on website + newsletter

€ 2,625

Newsletter Key Figures 2020/2021

<table>
<thead>
<tr>
<th></th>
<th>german</th>
<th>english</th>
</tr>
</thead>
<tbody>
<tr>
<td>Unique Open Rate (MV)</td>
<td>27,1 %</td>
<td>23,3 %</td>
</tr>
<tr>
<td>Unique Click Through Rate (MV)</td>
<td>8,4 %</td>
<td>4,6 %</td>
</tr>
<tr>
<td>Click-to-Open Rate (MV)</td>
<td>30,6 %</td>
<td>19,6 %</td>
</tr>
</tbody>
</table>

MV = Mean value of 38 newsletters sent out

Technical Data

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

Banner (Website)

Size of data: max. 200 KB
Data formats: GIF, JPG, PNG, HTML5, any kind of Redirect/Tag

Banner (Newsletter)

Size of data: max. 200 KB
Data formats: Gif, JPG, PNG

Target-website

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

Webcast

Data format: any video format is possible
Size of data: max. 40 MB or Youtube link
**ACHEMA 2022**

Move into the focus of the CITplus readers.

---

7. June

**Achema Pre-Issue**

Achem Pre-Issue
Present your professional expertise in articles to the newest technologies.

4. August

**Achema Main-Issue**

Invite potential customers to your stand and present your product innovations.

**Achema Daily Newsletter**


---

Choose the appropriate advertising form for your company from our wide range of offers and show your presence in the market!

<table>
<thead>
<tr>
<th><strong>Image Campaign</strong></th>
<th></th>
<th><strong>ACHEMA Marketplace</strong></th>
<th></th>
<th><strong>ACHEMA Daily Newsletter</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Give your company a face</strong></td>
<td><strong>Perfect Supplement to your Illustrated Advertisement</strong></td>
<td><strong>The quick &amp; easy way to reach your target group</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1/1 page 4c</td>
<td><strong>€ 8,080</strong></td>
<td><strong>Product Profile</strong></td>
<td>1/1 page text ad with max 4,500 characters, incl. spaces product presentation with possible examples for application, image material, company logo, contact details and stand number.</td>
<td><strong>Feature</strong></td>
</tr>
<tr>
<td>1/2 page 4c</td>
<td><strong>€ 4,820</strong></td>
<td><strong>Showcase</strong></td>
<td>1/2 page text ad with max 2,100 characters, incl. spaces, 3–5 key points about your product, picture of product, company logo, contact details and stand number.</td>
<td><strong>Feature</strong></td>
</tr>
<tr>
<td>1/4 page 4c</td>
<td><strong>€ 2,490</strong></td>
<td><strong>Product Information</strong></td>
<td>ca. 1/4 page text ad with max 1,400 characters, incl. spaces, company contact details &amp; stand number.</td>
<td><strong>Medium Rectangle</strong></td>
</tr>
</tbody>
</table>

*Author’s notes must be observed.*
Native Advertising PLUS

With Native Advertising Plus you inform the readers with content which you or your PR agency have produced with the objective of increasing the level of awareness of your company. The article communicates your know-how in the sector, establishes the experts together with contact information for feedback and enquiries.

Native Advertising Plus

Due to legal regulations it is required to write the comment “Advertorial” above the article.
PRO-4-PRO.com – PRODUCTS FOR PROFESSIONALS is the unique product database for vertical B2B markets.

PRO-4-PRO is Wiley’s cross-media concept. The possibility of presenting your company both online and in relevant trade journals ensures that your advertising measures are as effective as possible – if we optimise for you, with a built-in lead guarantee.

### Extended company presentation 500 €
- Detailed company and product description
- Individual optimization for search engines (e.g. SEO for Google)
- Lead Generation Tool

**Company presentation**

<table>
<thead>
<tr>
<th>6 Months / price €</th>
<th>12 Months / price €</th>
</tr>
</thead>
<tbody>
<tr>
<td>500 one-time-fee</td>
<td></td>
</tr>
</tbody>
</table>

| Product entry       | 320 | 565 |
| Refresher           | 285 | 510 |

**Package deals**

<table>
<thead>
<tr>
<th>12 Months / price €</th>
</tr>
</thead>
<tbody>
<tr>
<td>1,775</td>
</tr>
<tr>
<td>3,280</td>
</tr>
<tr>
<td>5,315</td>
</tr>
</tbody>
</table>

Clear structure

Modern Design

Optimized for mobile devices
WebSeminars

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

We provide the following with each WebSeminar:

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

Basic
WebSeminar package
€ 8,750

Premium
WebSeminar package
€ 11,250

Essential Knowledge Briefings (EKBs)

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

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

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

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

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 in 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 to the sub-license 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 for Wiley’s site or third party partner’s site. Notwithstanding the foregoing, Wiley has no obligation to review or approve Advertising copy (for 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- currently acceptable technical 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 the Customer’s behalf or provided to Wiley, including but not limited to all applicable medical advertising regulations.

7. Planning dates will support the 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 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 may make no representations that Print Advertising will be published and the Customer will have no claim against Wiley for credit or reproduction 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 graphics or hit 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 goal’ or the like provided are non-binding. Online Advertising described in the Booking Confirmation as “100% sponsorship” 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 understands 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) in the booking period will not breach or infringe any copyright, patent, trademark, trade secret or obligation of confidentiality or will not be in any way accepted by any other right, rule 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 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 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, pornographic, 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 glorify war, terrorism, hatred 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 compromise 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, cause damage to or disable or disrupt the operation or functionality of a user’s computer;

(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 (w) that any publication of Advertising will be confined to persons resident in various countries (k) of the exact number of page impressions that will be delivered, (l) regarding the quality of reproduction of the Advertisements; or (m) 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 (“IMAB 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 Advertising):

(a) Section II (Ad Placement and Positioning);

(b) Section IV (Billing) (excluding clause IV(b));

(c) Section VII (Non-Disclosure, Data Usage and Ownership, Privacy and Laws);

(d) Section XII (Third Party Ad Serving and Tracking)

In the event of any inconsistencies between the IMAB Terms and these Terms, this 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 license 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 elapsed.
## 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 fulfillment.

25. The price for producing the Reprints is set out in the Reprint Quotation and is valid for 30 days from the date of issue. The price quoted includes a maximum of three (3) proofs of the Reprint. Should Customer require any additional proofs, these will be subject to an additional charge at the discretion of Wiley. If a Reprint Quotation has been provided in advance of the printing date, the details of the order may change upon printing. In this event, Wiley reserves the right to amend the Reprint Quotation to reflect any changes including, without limitation, page length. If a Customer requests 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.

<table>
<thead>
<tr>
<th>English Language</th>
<th>Translations</th>
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<tbody>
<tr>
<td>Point of Cancellation</td>
<td>% of order value excluding shipping &amp; expedited delivery fees</td>
</tr>
<tr>
<td>Purchase Order / confirmed order received</td>
<td>5%</td>
</tr>
<tr>
<td>Order sent to printer / Proof compiled</td>
<td>10%</td>
</tr>
<tr>
<td>Proof approved by customer</td>
<td>25%</td>
</tr>
<tr>
<td>ePrint created</td>
<td>35%</td>
</tr>
<tr>
<td>Copies printed / ePrint supplied</td>
<td>100%</td>
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</table>

### 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, it is a corporation or other legal entity, passes a resolution for administration, winding up or liquidation, has notice period up until the effective date of termination and if there are any custom content or development 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:

(a) cancel any provision of credit to Customer;

(b) require a pre-payment for further orders until all outstanding debt is paid in full or Wiley determines that the initial insolvency event has ceased to occur;

(c) cease publication of further Advertising or terminate an agreement for Advertising;

(d) withhold any discounts or rebates previously granted to the Customer; or

(e) exercise any other rights at law or equity.

30. Wiley will send invoices to the Customer at the address provided. Should a Purchase Order number be a prerequisite for payment of invoice, the Customer must supply this at the point of confirming the order. All delivery addresses must be accompanied by a contact name and telephone number, as well as a VAT number (relative to the country on the invoice address) or other business identifier or information as may be required by Wiley (eg. GST registration, W9 form) as notified by Wiley. Please note that Wiley is unable to accept any PO Box addresses.

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

32. Customer shall pay all invoices in full will be made within 30 days of the date of an invoice, unless otherwise agreed in writing between the Parties.

33. If the Customer fails to make any payment due to Wiley under this Agreement by the due date, then, without limiting Wiley's remedies, the Customer shall pay interest on the overdue amount at a rate which will be the lesser of (i) 0.5% per month, such interest to accrue on a daily basis from the due date until actual payment of the overdue amount, whether before or after judgement; or (ii) any relevant maximum statutory rate allowable in the jurisdiction where the Customer 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 excess of the Advertising or Reprint or the payment of the cost of the relevant service. 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, however that liability arises. Wiley will not be liable for indirect or consequential losses, loss of profits, loss of revenue or loss of any business opportunity.

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

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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 Customer's 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 will only use Customer's personal data for 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 laws rules. The parties agree to submit to the exclusive jurisdiction of the courts located in the corporate domicile of the aforesaid Wiley entity for the adjudication of all disputes arising in connection with these Terms.
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