

# MEDIA GUIDE



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2022

Your No. 1 for Healthcare

## Management & Krankenhaus

[www.management-krankenhaus.de](http://www.management-krankenhaus.de)

# WILEY

# Management & Krankenhaus

**Management & Krankenhaus: the leading trade newspaper for managers and professionals in the hospital industry.**

*Management & Krankenhaus addresses top management as well as all managers and users at in-patient facilities who are involved in investment decisions and process optimization. It also reaches the whole sales channel, from manufacturer through the distributors right up to the end users.*

*Management & Krankenhaus provides comprehensive reports on all matters relevant to in-patient healthcare: health economy, health policy, hygiene, IT & communication, laboratories & diagnostics, medicine & technology as well as construction, fitting-out and furnishing.*

*Readers are additionally informed about market developments, new products, applications, trends and background information.*

*The print version of Management & Krankenhaus has the widest market distribution in this industry. Along with the b2b "management-krankenhaus.de" portal, it reaches the most readers in in-patient healthcare throughout Germany. Neutral reports, coverage and a balanced editorial concept are further factors that contribute to keeping Management & Krankenhaus in its leading position as a media channel.*

## At a glance:

M&K: 25,000 subscribers

LinkedIn, Twitter, Xing: Over 20,200 social media followers

management-krankenhaus.de: 68,050 individual visits

Newsletter: 2,400 subscribers

## Content

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## Overview

**Publication Frequency**  
10 issues per year

**Volume**  
Vol. 41, 2022

**Print run**  
25,000

**Membership**  
IVW



**Publishing Director**  
Steffen Ebert

**Editorial +  
Product Management**  
Ulrike Hoffrichter

**Advertising**  
Dipl.-Kfm. Manfred Böhler

**Commercial Manager**  
Jörg Wüllner

**Order Management**  
Silvia Edam


**Subscription**  
€ 134 (+ VAT, incl. shipping)

**Single Copy Rate**  
€ 15.90 (+ VAT, incl. shipping)  
Subscription for students  
50% discount

**ISSN**  
0176-053 X

**Format of the newspaper**  
350 x 510 mm

# Dates & Contents

Issues	1-2 January / February	3 March	4 April	5 May	6 June
Publishing date	09.02.2022	09.03.2022	06.04.2022	04.05.2022	08.06.2022
Advertising deadline	14.01.2022	11.02.2022	11.03.2022	08.04.2022	06.05.2022
Editorial deadline	17.12.2021	28.01.2022	25.02.2022	25.03.2022	22.04.2022
Newsletter „Die neue M&K ist da“	08.02.2022	08.03.2022	05.04.2022	03.05.2022	07.06.2022
Newsletter M&K Publishing date	19.01.2022 · medAmbiente 23.02.2022	16.03.2022 30.03.2022 · medAmbiente	13.04.2022 27.04.2022	18.05.2022	01.06.2022 · medAmbiente 22.06.2022
with Supplement (s. S. 9) 	M&K kompakt <b>Jubiläumsausgabe 40 Jahre</b>		2x M&K kompakt <b>Klinik-IT Hygiene</b>	M&K kompakt <b>Radiologie</b>	M&K kompakt <b>Personal + Weiterbildung</b>
MAIN TOPICS	Radiology	Point of Care Green Hospital Personnel requirements	Robotics/AI	Process Management	Hygiene
TRADE FAIR FOCUS	Symposium Intensivmedizin + Intensivpflege Bremen, 23.–25.02.2022	Light & Building Frankfurt, 12.–18.03.2022	DMEA Berlin, 26.–28.04.2022	Kongress der Deutschen Gesellschaft für Endoskopie und Bildgebende Verfahren Potsdam, 19.–21.05.2022	Hauptstadtkongress Medizin und Gesundheit Berlin, 22.–24.06.2022
	ECR Vienna, 02.–06.03.2022		16. Kongress für Krankenhaushygiene 2022 Berlin, 30.04.–04.05.2022	Deutscher Röntgenkongress Wiesbaden, 25.–28.05.2022	Analytica Munich, 21.–24.06.2022
	Bamberger Morphologie- tage Bamberg, Januar 2022	VERIVITA-Symposium Wetzlar, März 2022	Jahrestagung der DGK Mannheim, 20.–23.04.2022	Deutscher Wundkongress/ Bremer Pflegekongress Bremen, 04.–06.05.2022	4TM Stuttgart, Juni 2022
	Internationales Endoskopie Symposium Düsseldorf, 10.–12.02.2022	Deutscher Interdisziplinärer Notfallmedizin Kongress Koblenz, 10.–11.03.2022	Altenpflege Essen, 26.–28.04.2022	med.Logistica Leipzig, 11.–12.05.2022	105. Jahrestagung der Deutschen Gesellschaft für Pathologie Münster, 09.–11.06.2022
	Stuttgarter Intensivkongress Stuttgart, 10.–12.02.2022	Deutscher Labortag / Jahrestagung BDL Berlin, 17.–18.03.2022	VSOU Baden-Baden, 28.–30.04.2022	DAC Hamburg, 12.–14.05.2022	Deutscher Krankenhaus- Controller-Tag Potsdam, Juli 2022
	Bundeskongress Chirurgie Nuremberg, 11.–12.02.2022	139. Deutscher Chirurgenkongress Leipzig, 06.–08.04.2022	Kongress der DGIM Wiesbaden, 30.04.–03.05.2022	Kongress Krankenhaus- führung und digitale Transformation Ebernburg/Bad Münster, 19.–20.05.2022	NOUV-Symposium 2022 Dortmund, Juni 2022
	Radiologiekongress Nord Hamburg, 11.–12.02.2022		MedTechLive Nuremberg, 03.–06.05.2022	Diabetes Kongress Berlin, 25.–28.05.2022	
	digitalBAU Cologne, 15.–17.02.2022		Kongress Klinik ManagementPersonal Hanover, Mai 2022	Wümek Würzburg, Mai 2022	
TOPICS					
Health Policy	· Political frameworks and their effect	· Political frameworks and their effect	· Political frameworks and their effect	· Political frameworks and their effect	· Political frameworks and their effect
Health Economics	· Personnel requirements + recruitment	· Crisis management	· Clinical counselling	· Personnel + training	· Risk management
Medicine & Technology	· CT   MRT   X-ray · IT-Systems · Ultrasound · Imaging	· Gynaecology/ Mammography · Interventional system · Trauma surgery; Reanimation	· CT   MRT   X-ray · IT-Systems; Artificial intelligence	· Imaging · Ultrasound · R/F-Systems · Anesthesia	· Gynaecology/ Mammography · Interventional Systems · IT-Systems; Artificial intelligence
IT & Communication	· Digital patient file · Telemedicine · Mobile Health · IT-Management	· IT-Infrastructure · Hardware · Internet of Things IoT · IT-Security	· Process optimisation · Interoperability · IT-Security · Digital health care	· HIS   RIS   PACS · Networking · Data security · Digital health applications	· IT-Infrastructure · Telemedicine · Cloud computing · Digital communication solutions
Hygiene	· Hygiene of skin and hands · Protection + disinfection · Surveillance	· Nosocomial infection · Wound management · MRSA screening · Infections of drinking water	· Reprocessing · Antibiotic stewardship ABS · Disinfection	· MRE · Nosocomial infections · Filter technology	· Sterilization: Machines, tools, processes · Disinfection · Hygiene of skin and hands
Building, Furnishing, Supplies	· Kitchen + catering · Monitoring systems · Digital building solutions	· Energy- and building technology · Module construction · Access solutions	· Bathroom equipment and sanitary facilities · Management- and orientation systems	· Interior design · Floor, lights, colour	· Kitchen + catering · Interior design and equipment
Laboratory & Diagnostics	· Infection diagnostics	· Laboratory market Germany · Laboratory technology	· Molecular diagnostics · Biomarker	· Central laboratory	· Automation for laboratories · digital pathology

# Dates & Contents

Issues	7-8 July / August	9 September	10 October	11 November	12 December
Publishing date	03.08.2022	07.09.2022	05.10.2022	02.11.2022	07.12.2022
Advertising deadline	01.07.2022	12.08.2022	09.09.2022	07.10.2022	11.11.2022
Editorial deadline	17.06.2022	29.07.2022	26.08.2022	23.09.2022	21.10.2022
Newsletter „Die neue M&K ist da“	02.08.2022	06.09.2022	04.10.2022	02.11.2022	06.12.2022
Newsletter M&K Publishing date	20.07.2022 17.08.2022 · medAmbiente	07.09.2022 21.09.2022	05.10.2022 19.10.2022 · medAmbiente	09.11.2022 23.11.2022	14.12.2022

with Supplement (s. s. 9) 	M&K kompakt <b>Bauen, Einrichten &amp; Versorgen</b>	M&K kompakt <b>Labor &amp; Diagnostik</b>	M&K kompakt <b>Hygiene</b>	M&K kompakt <b>Medica</b>	
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MAIN TOPICS	IT in Hospitals	Operating Room Management	Personnel requirements	IT in Hospitals	Purchasing and logistics
TRADE FAIR FOCUS	Jahrestagung der Deutschen Gesellschaft für Hygiene und Mikrobiologie Berlin, 04.-07.09.2022	DKLM - Jahrestagung der DGKL und Fachtagung für Biomedizinische Analytik des DVTA Mannheim, 13.-14.10.2022	Deutscher Kongress für Orthopädie und Unfallchirurgie Berlin, 25.-28.10.2022	Medica Düsseldorf, 14.-17.11.2022	
			Freiburger Infektiologie- und Hygienekongress Freiburg, 19.-21.10.2022	RadiologieKongressRuhr Dortmund, 03.-04.11.2022	

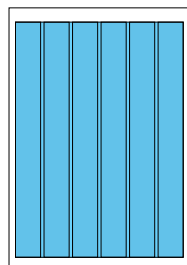
		IFAS Zürich, September 2022	Deutscher Logistik-Kongress Berlin, 19.-21.10.2022	RSNA Chicago, 27.11.-01.12.2022	Kongress der Deutschen Interdisziplinären Vereinigung für Intensiv- und Notfallmedizin Hamburg, 30.11.-02.12.2022
		Rehacare Dusseldorf, 14.-17.09.2022	Personalkongress Krankenhäuser Cologne, Oktober 2022	Deutscher Wirbelsäulenkongress Berlin, 08.-12.12.2022	
		Hauptstadtkongress der DGAI für Anästhesiologie und Intensivtherapie Berlin, 15.-17.09.2022	Bundeskongress Deutscher Pathologen Berlin, Oktober 2022	Klinisch-Mikrobiologisch-Infektiologisches Symposium Berlin, Dezember 2022	Beschaffungskongress der Krankenhäuser Berlin, 07.-08.12.2022
		Fachmesse Krankenhaus Technologie Gelsenkirchen, 28.-29.09.2022	26. Kongress der DGSV Fulda, Oktober 2022		
		it-sa Nuremberg, 11.-13.10.2022	Herbstsymposium der Deutschen Gesellschaft für Medizincontrolling Frankfurt /Main, Oktober 2022		

TOPICS					
Health Policy	· Political frameworks and their effect	· Political frameworks and their effect	· Political frameworks and their effect	· Political frameworks and their effect	· Political frameworks and their effect
Health Economics	· Financing + Insurance	· Personnel requirements + training	· Purchasing and logistics	· Optimise processes	· Personnel+ training
Medicine & Technology	· CT   MRT   X-ray · IT-Systems; · Artificial intelligence	· Anesthesia · Ultrasound · OP equipment · OP preparation	· Gynaecology/ · Mammography · R/F-Systems · Interventional systems · R/F-Surgery	· CT   MRT   X-ray · IT-Systems; · Artificial intelligence · Ultrasound	· Anesthesia · Reanimation · Interventional systems
IT & Communication	· Artificial intelligence · Big data · Discharge management · Networking	· IT in Care · Process optimisation · IT-Infrastructure · IT-Security	· Digital communication solutions · Internet of Things IoT · OP-Management	· HIS   RIS   PACS · IT-Infrastructure · Mobile health · IT-Security	· Robotics · Telemedicine · Networking · Telematics infrastructure
Hygiene	· Hygiene management · Outbreak management · Hygiene of skin and hands	· Washroom hygiene · Cleaning and surface disinfection · Processing and sterile supply	· Reprocessing of instruments · Water filters · Filter technology	· Nosocomial infection · Hygiene monitoring · Antibiotic stewardship ABS	· Infections of drinking Water · Hand disinfection · Surface disinfection
Building, Furnishing, Supplies	· Energy efficiency · Building and furnishing hospitals	· Renovation of facilities · Interior design and equipment	· Floor, lights, colour · Management- and orientation systems	· Interior design · Equipment · Furniture for care	· Energy efficiency · Bathroom equipment and sanitary facilities
Laboratory & Diagnostics	· Personalized medical care · Biomarker	· Clinical chemistry · Laboratory IT	· Laboratory automation	· Laboratory technology · Automation · POCT	· Central laboratory

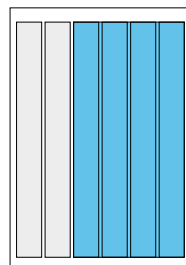
# Prices & Formats

Newspaper Format +++ More than Double Space of a Standard A4 Magazine +++ Maximum visibility

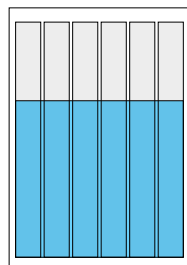
**1/1 Page**  
Width: 325 mm  
Height: 455 mm  
(6 columns)  
€ 9,950



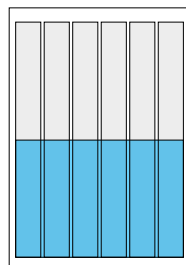
**2/3 Page portrait**  
Width: 215 mm  
Height: 455 mm  
(4 columns)  
€ 8,100



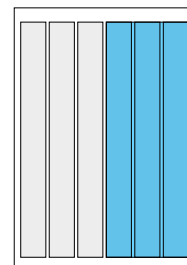
**2/3 Page landscape**  
Width: 325 mm  
Height: 303 mm  
(6 columns)  
€ 8,100



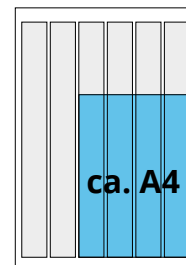
**1/2 Page landscape**  
Width: 325 mm  
Height: 225 mm  
(6 columns)  
€ 7,650



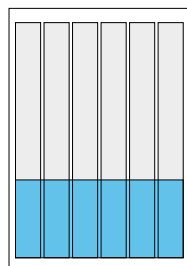
**1/2 Page portrait**  
Width: 160 mm  
Height: 455 mm  
(3 columns)  
€ 7,650



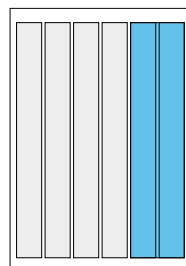
**1/2 Page Corner**  
Width: 215 mm  
Height: 303 mm  
(4 columns)  
€ 7,650



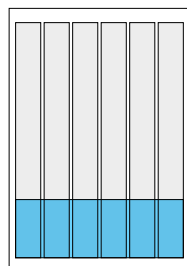
**1/3 Page landscape**  
Width: 325 mm  
Height: 149 mm  
(6 columns)  
€ 5,050



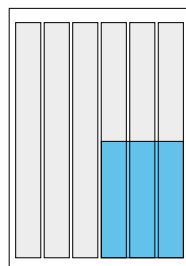
**1/3 Page portrait**  
Width: 105 mm  
Height: 455 mm  
(2 columns)  
€ 5,050



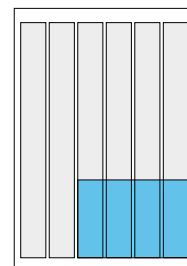
**1/4 Page landscape**  
Width: 325 mm  
Height: 114 mm  
(6 columns)  
€ 4,650



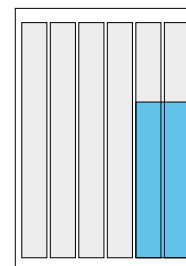
**1/4 Page classic**  
Width: 160 mm  
Height: 227 mm  
(3 columns)  
€ 4,650



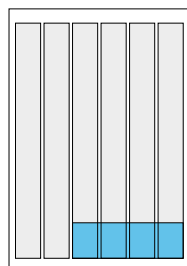
**1/5 Page landscape**  
Width: 215 mm  
Height: 152 mm  
(4 columns)  
€ 4,050



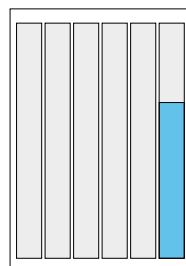
**1/5 Page portrait**  
Width: 105 mm  
Height: 303 mm  
(2 columns)  
€ 4,050



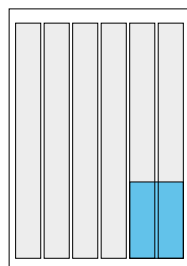
**1/10 Page landscape**  
Width: 215 mm  
Height: 74 mm  
(4 columns)  
€ 2,350



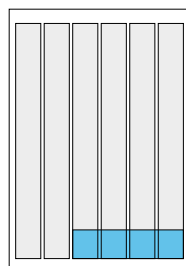
**1/10 Page portrait**  
Width: 50 mm  
Height: 303 mm  
(1 column)  
€ 2,350



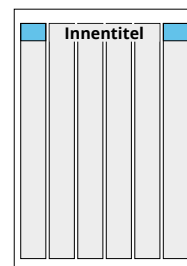
**1/10 Page classic**  
Width: 105 mm  
Height: 149 mm  
(2 columns)  
€ 2,350



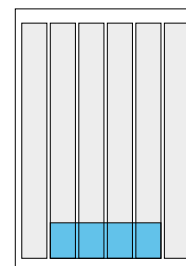
**1/12 Page landscape**  
Width: 215 mm  
Height: 57 mm  
(4 columns)  
€ 2,100



**Title corner**  
Width: 50 mm  
Height: 35 mm  
(1 column)  
€ 700



**Title page**  
Width: 215 mm  
Height: 94 mm  
(4 columns)  
€ 5,150



Further formats and island advertisements are charged by the millimeter. Details of minimum and maximum formats on page 6.

## Advertisements by millimetre<sup>3</sup>

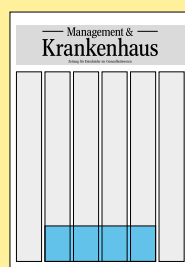
(Price per single column/50 mm)

Standardposition € 11.00/mm

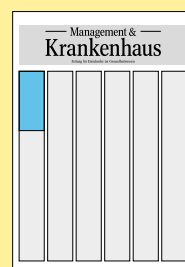
Job ads (4c) see page 14

## Premium-Positions

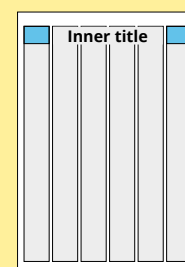
**Title page, Footer**  
Width: 215 mm  
Height: 94 mm  
(4 columns)  
€ 5,150



**Title page, Newsflow**  
Width: 50 mm  
Height: 116 mm  
(1 column)  
€ 1,700



**Title corner**  
Width: 50 mm  
Height: 35 mm  
(1 column)  
€ 700





# Prices & Formats

Preferred Positions	Width / Height (mm)	Price €
Title page <sup>1</sup>	215 x 94	5,150
Postcards <sup>2</sup>		520

Loose inserts <sup>3</sup>	Weight	
	up to 20 g	230
	per additional 5 g	6.35

BusinessPartner (105 x 59 mm w x h)	
3 Advertisements	750
6 Advertisements	1,050
10 Advertisements	1,650

Presentation on [www.PRO-4-PRO.com](http://www.PRO-4-PRO.com)

## Advertisements by millimetre

(Price per single column/50 mm)<sup>3</sup>

Advertisements (minimal height 80 mm/1 column)	€ 11.00/mm
Job ads 4c (minimal height 80 mm/1 column)	see page 14

## Reprints and ePrints

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

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

### Contact:

Christiane Rothermel,  
+49 (0) 6201 606 746, [crothermel@wiley.com](mailto:crothermel@wiley.com)

## Terms of Payment:

Payment within 30 days without deduction.

### Bank details:

J.P. Morgan AG  
Taunus Turm · Taunustor 1  
60310 Frankfurt, Germany  
IBAN: 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 January 2022 and supersedes all previous price lists.

<sup>1</sup> 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.

<sup>2</sup> Postcards: € 520 per thousand, affixed to a particular page on advertisement or bound-in insert + insertion costs

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

# Technical Specifications

## Newspaper format

350 x 510 mm (width x height)  
325 x 455 mm (width x height), print space  
Number of columns: 6, column width 50 mm

## Print methods

Newspaper web press (Roll offset)

## Colours

Euro scale,  
no special colours possible

## Application of paint

max 240%

## Screen ruling

70 ruling  
Print profile: ISOnewspaper26v4

## Inserts

Minimum insert size: 105 x 148 mm  
Maximum insert size: 240 x 350 mm (w x h)  
the back fold must be on the long side (350 mm)  
Minimum weight for single-sheet inserts: 170 g/m<sup>2</sup>

## Delivery of loose inserts

Delivery quantity: 25,200 copies

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

## Data formats

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 [silvia.edam@wiley.com](mailto:silvia.edam@wiley.com)



Wiley-VCH GmbH  
FAO: Silvia Edam  
Boschstrasse 12  
69469 Weinheim, Germany  
Tel.: +49 (0) 6201 606 570

# Advertorial

## Content is King

This motto has been valid since the hieroglyphs in the temples of the Pharaohs as well as in classic books and journals, as well as all digital formats. Experts claim that we are living in an "age of content". As well as publishing companies, organizations, companies and agencies go to great lengths to produce unique and relevant content, which assist readers in their business processes, strategic decisions or learning success.

## Distribution is Crucial

Valuable content is the essential basis, its targeted distribution is a necessity. Present your content in the leading medium for the chemical, pharmaceutical and process industries and benefit from the excellent reputation and respect which Management & Krankenhaus enjoys in the industry.

## Advertorial

With advertorials you inform Management & Krankenhaus 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 in your company as thought leaders in the market and in turn has a positive effect on the perception of your brand.

Integration of the content in the established look & feel of the editorial content of Management & Krankenhaus, both in print and online, and with naming of the author together with contact information for feedback and enquiries.\*



	M&K MAIN ISSUE			M&K kompakt		
	Basic	Advanced	Professional	Basic	Advanced	Professional
<b>Outline</b>	1/4 page text advertisement with 3,500 characters + 1 illustration or graphic	1/2 page text advertisement with 5,000 characters + 2 illustration or graphic	1/1 page text advertisement with 9,000 characters + 4 illustration or graphic	1/4 page text advertisement with 1,500 characters + 1 illustration or graphic	1/2 page text advertisement with 2,500 characters + 2 illustration or graphic	1/1 page text advertisement with 3,500 characters + 3 illustration or graphic
Design in the look & feel of a M&K article with customer's individual content	■	■	■	■	■	■
Editorial consulting: benefit from the expert knowledge of our editors – they will be pleased to help you with the production of your content		■	■		■	■
Online publication until further notice (online layout, tags, links to customer's website; video integration possible)	■	■	■	■	■	■
<b>Price</b>	<b>€ 4,650</b>	<b>€ 7,650</b>	<b>€ 9,950</b>	<b>€ 2,400</b>	<b>€ 4,050</b>	<b>€ 7,650</b>

\*For legal reasons, we have to insert the word Advertorial above the article.



# Dates & Contents

## Main topics Supplements

### M&K kompakt

M&K kompakt is the Management & Krankenhaus special issue for all managers and users at in-patient facilities, who are involved in investment decisions and process optimization.

As stated in its title M&K kompakt reports compactly, precisely and succinctly on the key points of – Jubiläumsausgabe 40 Jahre, Bauen, Einrichten & Versorgen; Hygiene, Klinik-IT, Messe Medica, Labor & Diagnostik, Personal & Weiterbildung, Radiologie.

M&K kompakt is published with an increased circulation of 25,000 copies. The circulation is composed of inclusion the usual circulation of Management & Krankenhaus (25,000 copies / IVW certified).

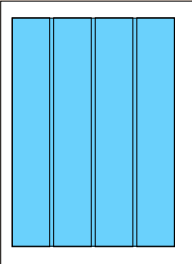
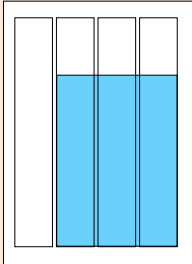
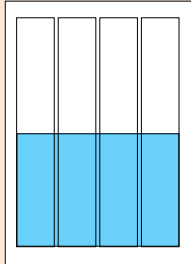
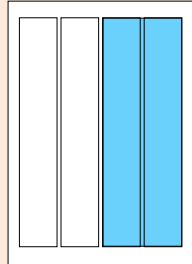
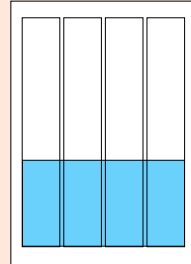
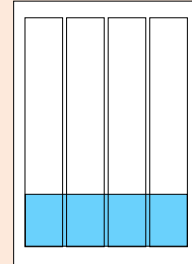
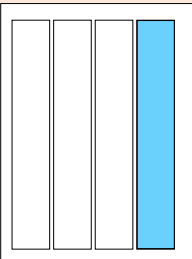
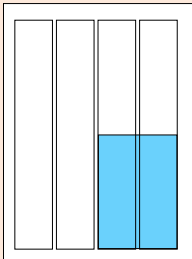
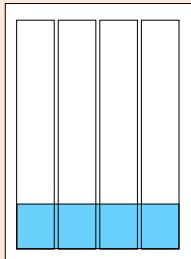
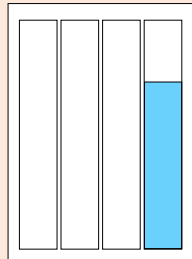

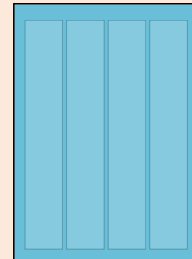
The print version also appears online at [www.management-krankenhaus.de](http://www.management-krankenhaus.de). Along with this B2B target group portal, the print media reaches the highest number of readers in in-patient healthcare throughout the whole of Germany.



Magazine format: 240 x 330 mm  
Print space: 215 x 303 mm  
Column count: 4 columns  
Print run: 25,000 copies

M&K kompakt-Issues	M&K kompakt Jubiläumsausgabe 40 Jahre	2 x M&K kompakt Klinik-IT Hygiene	M&K kompakt Radiologie	M&K kompakt Personal & Weiterbildung	M&K kompakt Bauen, Einrichten & Versorgen	M&K kompakt Labor & Diagnostik	M&K kompakt Hygiene	M&K kompakt Medica
Publication date	09.02.2022	06.04.2022	04.05.2022	08.06.2022	03.08.2022	07.09.2022	05.10.2022	02.11.2022
Advertising deadline	14.01.2022	04.03.2022	08.04.2022	29.04.2022	01.07.2022	05.08.2022	02.09.2022	30.09.2022
Editorial deadline	10.12.2021	18.02.2022	18.03.2022	08.04.2022	10.06.2022	08.07.2022	12.08.2022	16.09.2022
ADDITIONAL CIRCULATION		DMEA Berlin 26.–28.04.2022	Deutscher Röntgenkongress Wiesbaden 25.–28.05.2022	Hauptstadtkongress Medizin & Gesundheit, Berlin 22.–24.06.2022		DKLM Jahrestagung Mannheim 13.–14.10.2022		Medica Düsseldorf 14.–17.11.2022
		Kongress für Krankenhausthygiene Berlin, 30.04.–04.05.2022				Jahrestagung der DGHM Berlin, 04.–07.09.2022		

# Formats + Prices

<b>1/1 Page</b> Width: 215 mm Height: 303 mm (4 columns) € 7,650 	<b>1/2 Page Corner</b> Width: 160 mm Height: 227 mm (3 columns) € 4,600 	<b>1/2 Page landscape</b> Width: 215 mm Height: 152 mm (4 columns) € 4,050 	<b>1/2 Page portrait</b> Width: 105 mm Height: 303 mm (2 columns) € 4,050 	<b>2/5 Page portrait</b> Width: 215 mm Height: 114 mm (4 columns) € 3,150 	<b>1/4 Page landscape</b> Width: 215 mm Height: 74 mm (4 columns) € 2,400 
<b>1/4 Page portrait</b> Width: 50 mm Height: 303 mm (1 column) € 2,400 	<b>1/4 Page classic</b> Width: 105 mm Height: 149 mm (2 columns) € 2,400 	<b>1/5 Page landscape</b> Width: 215 mm Height: 57 mm (4 columns) € 2,100 	<b>1/5 Page portrait</b> Width: 50 mm Height: 224 mm (1 column) € 2,100 	<b>Inside front/back page</b> Width: 240 mm Height: 330 mm + 3 mm bleed € 8,950 	<b>Title page</b> Width: 240 mm Height: 330 mm + 3 mm bleed € 10,965 

# Analysis

**Management & Krankenhaus** is the market-leading publication serving all managers and practitioners of in-patient healthcare.

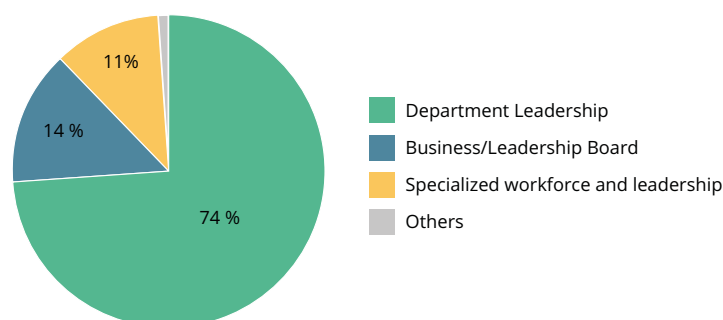
The readers of **Management & Krankenhaus** are senior and mid-level managers.

**Management & Krankenhaus** is not only read in Germany. It also serves an audience in Austria (around 1078 readers), Switzerland (around 768 readers), and the Netherlands (around 35 readers).

The journal therefore offers comprehensive coverage of the German-speaking area of Europe.

**Management & Krankenhaus** is an indispensable medium for communication with leading decision makers in the field of in-patient healthcare.

**Management & Krankenhaus** offers the ideal environment for visual and marketing campaigns, product listings, and online promotion.



Copies per issue	Copies
Print run	25,000
Subscription	2,673
Controlled circulation, Trade Shows	24,850
Total Circulation	24,950

Geographical distribution	%
Austria	3.68
Switzerland	2.62
Germany	93.53
The Netherlands	0.05
Others	0.12

Analysis of recipients according to the professional function	%
Administrative directors	11.67
Commercial management	1.57
Medical management	7.58
Technical management	1.83
Human resources	1.04
Medical leadership	42.97
Nursing leadership	6.37
Pharmacy managers	0.58
Hygiene specialists	2.14
R&D	0.84
Laboratory management	0.86
Waste disposal and environmental officers	1.07
Quality management	3.38
Marketing/sales/administration	5.76
Purchasing	1.01
Data processing	1.44
Other functions	9.89

Postcode distribution	%
Postal zone 0	6.4
Postal zone 1	6.3
Postal zone 2	8.2
Postal zone 3	10.8
Postal zone 4	12.5
Postal zone 5	12.8
Postal zone 6	9.2
Postal zone 7	9
Postal zone 8	9.8
Postal zone 9	8.5
Abroad	6.5

# B2B Portal: [management-krankenhaus.de](https://www.management-krankenhaus.de)

**www.management-krankenhaus.de** is THE portal for decision makers in German hospitals and rehab facilities. Clearly structured and filled with detailed information, this portal is the perfect location for your advertisements in the German in-patient healthcare system.

## Online-Advertisement

Provide a face for the name, make your presence felt, announce the launch of a new product – in short profit from our global reach! Complement your print advertising in Management & Krankenhaus with an image campaign on [management-krankenhaus.de](https://www.management-krankenhaus.de) and increase your market penetration.

Leaderboard	728 x 90 Pixel	€ 1.650 / month, run of site*
Wide Skyscraper**	160 x 600 Pixel	€ 1.975 / month, run of site*
Medium Rectangle	300 x 250 Pixel	€ 1.980 / 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 **management-krankenhaus.de**. 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 **\*€ 1,530** six months in the portals database

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

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

## Whitepaper | Application Note

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

### Scope of Service:

Teaser text, product photos, company contacts, PDF for download **€ 935 / 6 months**

## Webcast | Video

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

### Scope of Service:

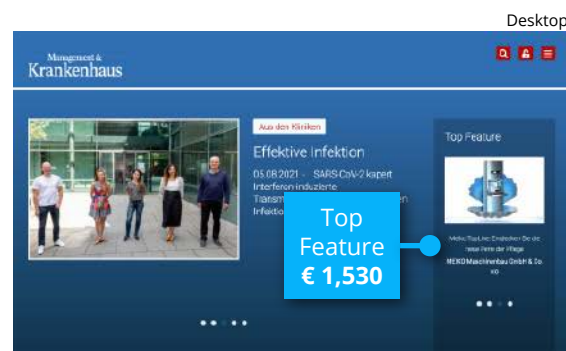
Teaser text, product video, company address **€ 940 / 6 months**

## Accesses to the website (Google Analytics)

Page Impressions/Month	95,650
Visits/Month	68,050
Unique Visits/Month	59,900

Mean values from the 1st half of 2021

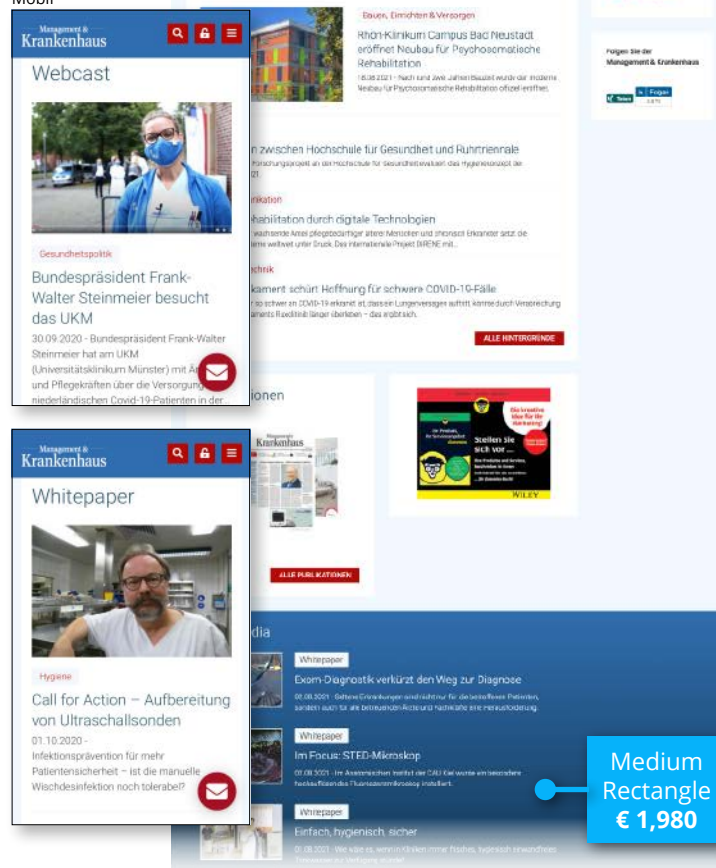
See next page for technical specifications



**Leaderboard**  
**€ 1,650**

**Wide Skyscraper**  
**€ 1,975**

Mobil



# Newsletter: [management-krankenhaus.de](https://management-krankenhaus.de)

**Management + Krankenhaus** informs its newsletter subscribers about trends and market developments in the German healthcare market. The newsletter reports comprehensively on all topics relevant to the stationary health care system.

## Newsletter: Banner formats & prices

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

Full Banner	468 x 60 Pixel	€ 1,015
Medium Rectangle	300 x 250 Pixel	€ 1,875
Feature Newsletter (Content ad)	Text (up to max. 4,000 characters advisable), headline, intro (150 characters), At least one image (format 1.5:1, at least W x H 476 x 315 px, better 750 x 500 px, max. 250 KB), three additional images possible (format see above), Contact information	€ 1,035
<b>Combo offer:</b> Feature on website + newsletter		€ 2,500
<b>Event announcement:</b> name and date 50 characters, call-to-action 70 characters, graphic 476 x 315 pixels, external link		€ 485
<b>Job advertisement:</b> description of position 50 characters, call-to-action 70 characters, graphic 476 x 315 pixels, external link		€ 520

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

## Newsletter Key Figures 2020/2021

Number of recipients (DOI)	2,400
Open Rate (MV)	54,9 %
Unique Open Rate	27,5 %
Click-to-Open Rate	19,4 %
Click Through Rate (MV)	9,4 %

MV = Mean value of 37 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



### Management-Newsletter 10/2020

Liebe Leserinnen und liebe Leser,

die Corona-Pandemie hat die Menschen und ihre Verhaltensweisen noch immer fest im Griff. In Deutschland scheint die Lage zurzeit weitestgehend stabil zu sein, doch es flammen immer wieder Infektionsherde auf, die an die Gefährlichkeit der augenblicklichen Gesamtsituation erinnern. Niemand kann sich in Sicherheit wahren und viele Menschen warten daher auf die Zulassung eines möglichen Impfstoffes, ungeachtet der Tatsache, dass das doch eigentlich Jahre dauert. Wir werden also in absehbarer Zeit weiterhin mit der Gefahr von Covid-19 leben müssen.

Um Kliniken im Kampf gegen das Coronavirus und bei ihrer täglichen Arbeit zu unterstützen, beleuchtet diese Ausgabe u. a. viele passende Angebote, Produkte und Dienstleistungen.

Machen Sie noch mit bei der **Leserumfrage** von Management & Krankenhaus, denn Ihre Meinung interessiert uns! Mit etwas Glück gewinnen Sie eine **Solar-Powerbank**.

Bleiben Sie gesund!

Carmen Teutsch, Ulrike Hoffrichter, Dr. Jutta Jessen  
für das Team von Management & Krankenhaus



**Jubiläumsausgabe**  
**40** Jahre Management & Krankenhaus  
WILEY  
Erscheinungstag: 09.02.2022  
nik@wiley.com

### Features



**Vertraute Stoffe - Ein Gespräch mit der Oecotrophologin Ursula Neugebauer von Curabelle**  
Curabelle GmbH & Co. KG -



**Bäder mit Zukunft - Inspirationen für Seniorenresidenzen und Pflegeeinrichtungen**  
Hansgrohe SE -  
Mit ihren Armaturen, Brausen und Duschsystemen gibt die Hansgrohe Group dem Wasser Form und Funktion - seit 1901. Das Unternehmen steht für langlebige Qualitätsprodukte...



Mit Single Sign-On und Multifaktor-Authentifizierung die Einhaltung der DSGVO unterstützen

### News

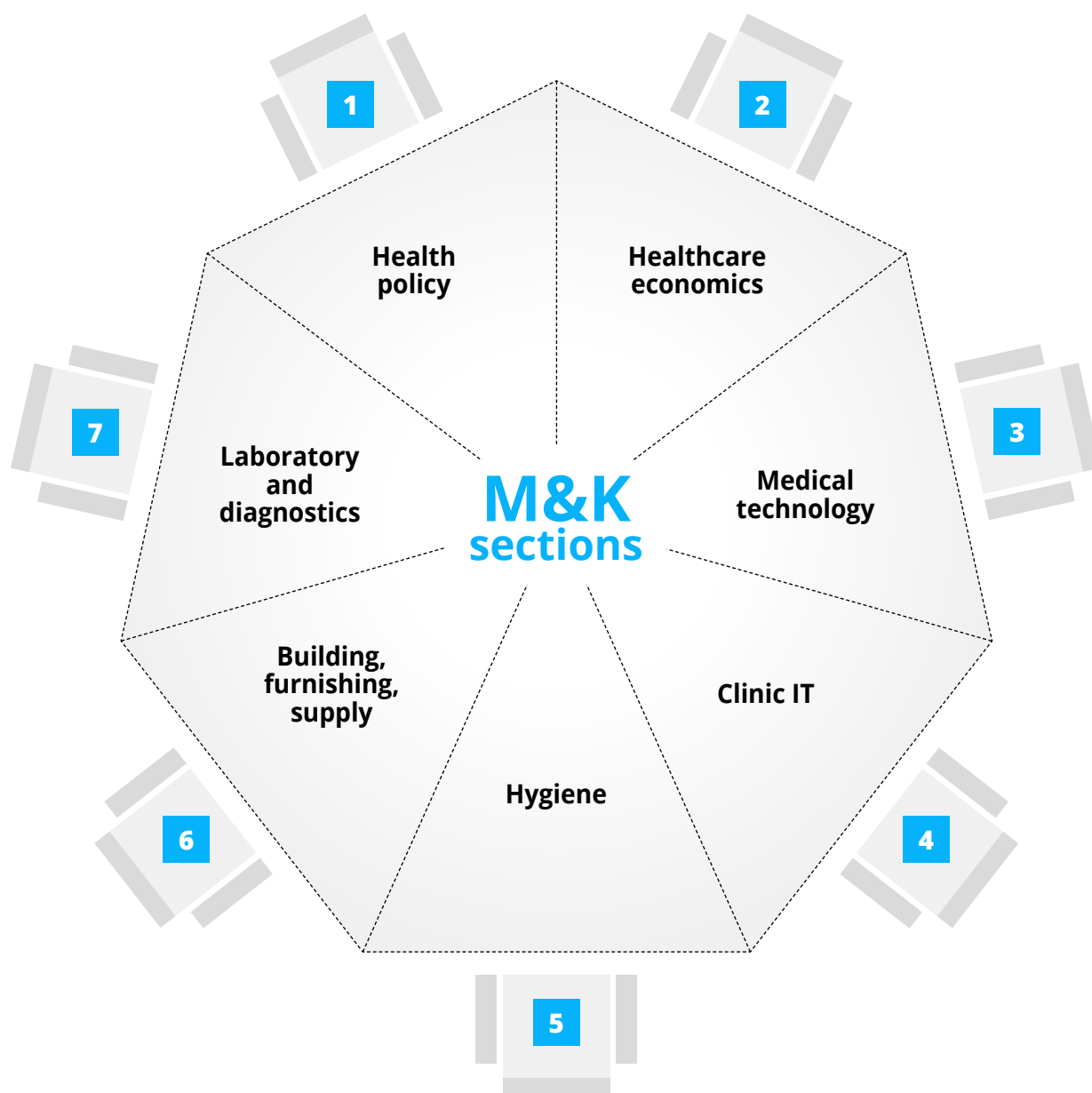
Medium Rectangle  
€ 1,875

Feature  
€ 1,035

Full Banner  
€ 1,015

Exclusive access to your customers  
**Single Sponsored Newsletter**  
**5,955 €**

# Decider's Desk in the Hospital



**1 Health policy**  
Board, administrative directors, commercial and medical management, CEO

**2 Healthcare economics**  
Heads of Personnel and Purchasing, commercial management, head of administration, quality management as well as the board and senior management

**3 Medical technology**  
Chief physicians and senior physicians, radiologists, emergency surgeons, cardiologists, anesthetists, intensive care etc.

**4 Clinic IT**  
IT managers, CIO, EDP & technical management

**5 Hygiene**  
Hygiene specialists

**6 Building, furnishing, supply**  
Technical management and senior management, environmental officer

**7 Laboratory and diagnostics**  
Laboratory management & IT management



# Job Advertisements

Get attention from more  
than 65,000 decision makers  
& users in German clinics

Combine print and online for  
optimal visibility and reach  
25,000 M&K readers +  
68,050 website visits

smart  
combination

## Crossmedia Package

1. 1/4 page print ad + online (30 days) € 1,570
2. 1/2 page print ad + online (30 days) € 2,720
3. SPECIAL Package:  
3 x 1/4 page print ad + online (30 days)  
+ 1 portrait of company or clinic € 4,180  
(redeemed within 12 months)

## Online prices

30 days – € 370

60 days – € 680

Scope of services:  
Teaser-Text + PDF  
of the ad

## Accesses to the website (Google Analytics)

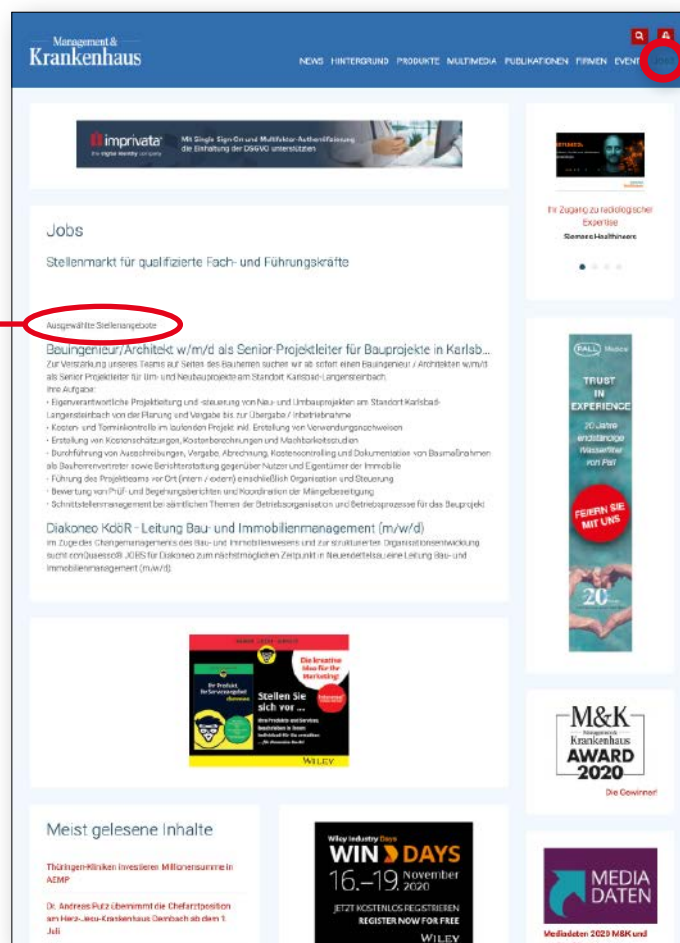
Page Impressions/Month	95,650
Visits/Month	68,050
Unique Visits/Month	59,900

Mean values from the 1st half of 2021

## Job Advertisements

(Price per single column/50 mm)

minimum height 80 mm € 3.00/mm  
P.O. Box No. fee € 10



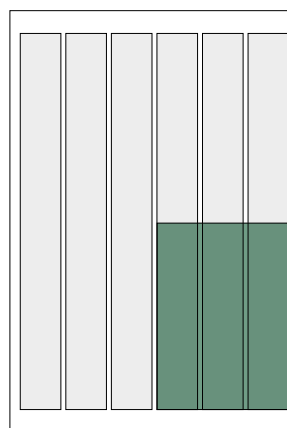
[www.management-krankenhaus.de/jobs](http://www.management-krankenhaus.de/jobs)

## Print Special Prices

### 1/4 Page classic

Width: 160 mm  
Height: 227 mm  
(3 columns)

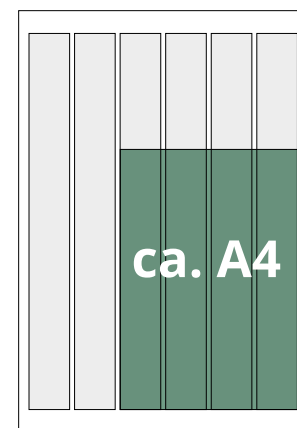
€ 1,570



### 1/2 Page Corner

Width: 215 mm  
Height: 303 mm  
(4 columns)

€ 2,720





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



**Labor- und Biotechnik**

Produkte aus den Bereichen Analytik, Mikroskopie, Laborbedarf, Laborgeräte, Laboreinrichtung und LIMS/Labor IT.

**Prozesstechnik**

Produkte aus den Bereichen Anlagen und Komponenten, Verfahrenstechnik, Prozessautomatisierung, Pumpen, Drucklufttechnik und Betriebstechnik.

**Messen, Regeln und Automatisieren**

Produkte aus den Bereichen Antriebstechnik, Automatisierung, Messtechnik, Bildverarbeitung, Industrie-PC und Sensorik.

**Sicherheit**

Produkte aus den Bereichen Brandschutz, Videosicherheit, Zutrittsregelung, Einbruchschutz, sichere Automatisierung, Arbeitsschutz und IT Security.

**Healthcare**

Produkte aus den Bereichen Medizintechnik, Pharma, Klinik-IT, Hygiene, Einrichtung und Labordiagnostik.

**Lebensmittelindustrie**

Produkte aus den Bereichen Logistik, Verpackungstechnik, Anlagenbau, Betriebstechnik, Fooddesign und Automatisierung.

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

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

Clear structure

Modern Design

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

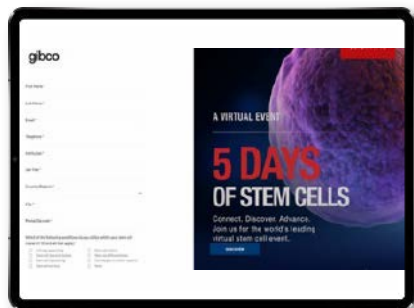
Optimized for mobile devices

	6 Months / price €	12 Months / price €
Company presentation	500, one-time-fee	
Product entry	320	565
Refresher	285	510
Package deals	Runtime	12 Months / price €
Pro Package	4 Product presentations	1,775
Premium Package	8 Product presentations	3,280
Business Flat	all your product texts that you send us within 12 months	5,315



**PRO-4-PRO**  
PRODUCTS FOR PROFESSIONALS

# Content Marketing & Lead Generation



## Basic

WebSeminar package  
€ 8,750

## Premium

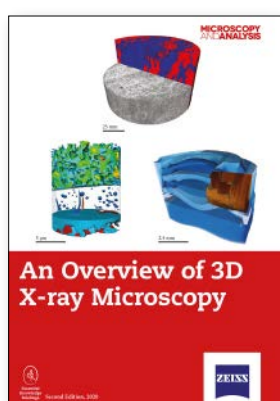
WebSeminar package  
€ 11,250

## 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:

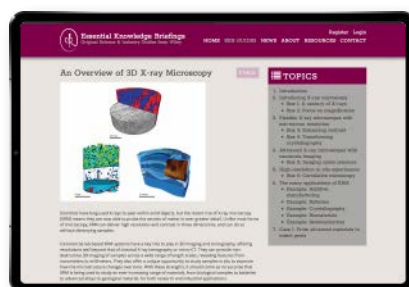
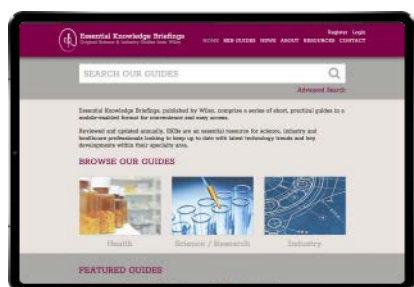
- Content support from our specialist editors
- Technical processing and hosting
- Direct interaction with participants during the live Q&A-session
- Generation of qualified leads (GDPR-compliant)
- Brand awareness through a tailor-made marketing package
- Registration and attendance tracking



## 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](http://www.essentialknowledgebriefings.com) to generate qualified leads.



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

From € 15,400

# Engage with the research community



Benefit from 200 years of experience, a proven brand and reliable content. Use our unique scientific and industrial network!



Deliver your marketing message with an exclusive advertisement on a cover page added to each article viewed from the Wiley journal of your choice. This exclusive position gives your company high visibility and enables targeted marketing through geo-targeting options.

## Benefits:

- Premium exclusive positions on highly visited article pages of renowned Wiley journals
- High visibility through a large display format: 1237 x 1631 pixels
- Click rates of 3.5 % on average
- Success is easily measured by ePDF title views, ad clicks and click-through rates
- Geo-targeting is available

## Technical specifications & data delivery:

- Format: 1237 x 1631 pixel (150 dpi)
- File format: static jpg
- File size: max. 1MB
- No 3rd party tags or impression trackers
- Data delivery at least 5 working days before the campaign starts



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- (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.
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- (h) **"Terms"** means these terms and conditions.

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- 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:
- (a) cancel any provision of credit to Customer;
  - (b) 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;
  - (c) cease publication of further Advertising or terminate an agreement for Advertising;
  - (d) withhold any discounts or rebates previously granted to the Customer; or
  - (e) exercise any other rights at law or equity.

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

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