2022
Your No. 1 for Healthcare
Management & Krankenhaus
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

Overview
Publication Frequency
10 issues per year

Volume
Vol. 41, 2022

Print run
25,000

Membership
IWW

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

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### TOPICS

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### TOPICS

#### MAIN TOPICS

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### SUPPLEMENTS

- "Die neue M&K ist da" 02.08.2022 06.09.2022 04.10.2022 02.11.2022 06.12.2022
- Newsletter „Die neue M&K ist da“ 02.08.2022 06.09.2022 04.10.2022 02.11.2022 06.12.2022
- Publishing date with Supplement (s. S. 9) 20.07.2022 · M&K kompakt 05.10.2022 19.10.2022 · M&K kompakt 07.12.2022 · M&K kompakt 14.12.22
### Prices & Formats

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

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

**Advertisements by millimetre³**

- Standard position: € 11.00/mm
- Job ads (4c): see page 14

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³ Prices per single column/50 mm

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**Management & Krankenhaus**
Prices & Formats

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**Loose inserts³**

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<td>per additional 5 g</td>
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**BusinessPartner** (105 x 59 mm w x h)

| 3 Advertisements     | 750      |
| 6 Advertisements     | 1,050    |
| 10 Advertisements    | 1,650    |

Advertisement by millimetre

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<tr>
<td>Job ads 4c (minimal height 80 mm/1 column)</td>
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**Reprints and ePrints**

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

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

**Contact:**
Christiane Rothermel,
+49 (0) 6201 606 746, 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: DE55011080061517443
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.

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¹ Cancellation only possible up to 8 weeks before advertising deadline.
² Postcards: € 520 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.
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/m²

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

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.*

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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)

Price € 4,650 € 7,650 € 9,950 € 2,400 € 4,050 € 7,650

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

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**Main topics Supplements**

- Jubiläumsausgabe 40 Jahre
- Bauen, Einrichten & Versorgen
- Hygiene
- Klinik-IT
- Messe Medica
- Labor & Diagnostik
- Personal & Weiterbildung
- Radiologie

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**Dates & Contents**

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</tr>
</tbody>
</table>

**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 Krankenhaushygiene Berlin, 30.04.-04.05.2022
- Jahrestagung der DGHM Berlin, 04.-07.09.2022

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**Formats + Prices**

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

1/2 Page Corner Width: 160 mm Height: 227 mm (3 columns) € 4,600

1/2 Page landscape Width: 215 mm Height: 152 mm (4 columns) € 4,050

1/2 Page portrait Width: 105 mm Height: 303 mm (4 columns) € 3,150

2/5 Page portrait Width: 215 mm Height: 114 mm (4 columns) € 2,400

1/4 Page landscape Width: 215 mm Height: 74 mm (4 columns) € 2,100

1/4 Page classic Width: 105 mm Height: 149 mm (2 columns) € 2,400

1/5 Page landscape Width: 215 mm Height: 57 mm (4 columns) € 2,100

1/5 Page portrait Width: 50 mm Height: 224 mm (1 column) € 8,950

Inside front/back page Width: 240 mm Height: 330 mm + 3 mm bleed € 10,965

Preferred Position

Title page 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.

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**Copies per issue**

- 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%

**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%

**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%
B2B Portal: 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 and increase your market penetration.

<table>
<thead>
<tr>
<th>Format</th>
<th>Dimensions</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leaderboard</td>
<td>728 x 90 Pixel</td>
<td>€ 1.650/month, run of site*</td>
</tr>
<tr>
<td>Wide Skyscraper**</td>
<td>160 x 600 Pixel</td>
<td>€ 1.975/month, run of site*</td>
</tr>
<tr>
<td>Medium Rectangle</td>
<td>300 x 250 Pixel</td>
<td>€ 1.980/month, run of site*</td>
</tr>
</tbody>
</table>

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

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

Top Feature
Promote your product, your application note, your event or any other highlight on the “cover page” of 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 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)

<table>
<thead>
<tr>
<th>Metric</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Page Impressions/Month</td>
<td>95,650</td>
</tr>
<tr>
<td>Visits/Month</td>
<td>68,050</td>
</tr>
<tr>
<td>Unique Visits/Month</td>
<td>59,900</td>
</tr>
</tbody>
</table>

Mean values from the 1st half of 2021

See next page for technical specifications
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

<table>
<thead>
<tr>
<th>Format</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Banner</td>
<td>€ 1,015</td>
</tr>
<tr>
<td>Medium Rectangle</td>
<td>€ 1,875</td>
</tr>
<tr>
<td>Feature Newsletter</td>
<td>€ 1,035</td>
</tr>
</tbody>
</table>

**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

**Combo offer:** Feature on website + newsletter € 2,500

**Event announcement:**

- name and date 50 characters, call-to-action € 485
- 70 characters, graphic 476 x 315 pixels, external link

**Job advertisement:**

- description of position 50 characters, call-to-action € 520
- 70 characters, graphic 476 x 315 pixels, external link

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

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**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

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**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
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

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

www.management-krankenhaus.de/jobs

Accesses to the website (Google Analytics)

<table>
<thead>
<tr>
<th></th>
<th>Page Impressions/Month</th>
<th>Visits/Month</th>
<th>Unique Visits/Month</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mean values from the 1st half of 2021</td>
<td>95,650</td>
<td>68,050</td>
<td>59,900</td>
</tr>
</tbody>
</table>

Job Advertisements (Price per single column/50 mm)

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

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

ca. A4
- Extended company presentation 500 €
- Detailed company and product description
- Individual optimization for search engines (e.g., SEO for Google)
- Lead Generation Tool

---

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

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

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### Price Table

<table>
<thead>
<tr>
<th>Package</th>
<th>Runtime</th>
<th>6 Months / price €</th>
<th>12 Months / price €</th>
</tr>
</thead>
<tbody>
<tr>
<td>Company presentation</td>
<td></td>
<td>500, one-time-fee</td>
<td></td>
</tr>
<tr>
<td>Product entry</td>
<td></td>
<td>320</td>
<td>565</td>
</tr>
<tr>
<td>Refresher</td>
<td></td>
<td>285</td>
<td>510</td>
</tr>
<tr>
<td>Pro Package</td>
<td></td>
<td></td>
<td>1,775</td>
</tr>
<tr>
<td>Premium Package</td>
<td></td>
<td></td>
<td>3,280</td>
</tr>
<tr>
<td>Business Flat</td>
<td></td>
<td></td>
<td>5,315</td>
</tr>
</tbody>
</table>

*All prices are exclusive of VAT.*

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**Clear structure**

**Modern Design**

**Optimized for mobile devices**

---

PRO-4-PRO.com – The Product Portal for Lead Generation
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
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
Advertisements 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 compa- ny 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 Ad- vertising or Reprints which confirms the agreed details.

(f) “Reprint” means print or physical goods, being a specified number of reprints of articles or other ma- terial (for example, pre-loaded USBs), as requested by the Customer and/or ePrints which are digital versions of articles or other materials hosted by Wiley or its licensees and linked from a Wiley website, an email or a Customer website (“ePrints”).

(g) “Reprint Quotation” means a document supplied to the Customer by Wiley which sets out the details of the quotation for Reprints.

(h) “Terms” means these terms and conditions.

ADVERTISING TERMS

2. In submitting Advertising to Wiley, the Customer grants Wiley a worldwide, royalty-free, irrevocable licence to publish and print the Advertising as set out in the Booking Confirmation as well as the right to sub-license 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 non- appropriate for Wiley’s online or other media due to reasons of content, carries, branding or copyright. Notwithstanding the foregoing, Wiley has no obligation to review or approve Advertising copy for compliance, appropriateness, or otherwise. Wiley may publish the Advertising with a heading ‘Advertising’ or in some other manner to distinguish the advertising material from editorial material. If and to the extent that the Advertising does not conform to Wiley’s then-current production specifications, Wiley reserves the right to make technical modifications as necessary to conform to such specifications.

5. If Wiley is creating advertising copy on behalf of the Customer, Wiley will provide final copy for the Customer’s approval by email.

6. Customer is solely responsible for compliance with all laws, standards, industry codes and other binding guidelines as to the content of the Advertising, whether created by Wiley on its behalf or provided to Wiley, including but not limited to all applicable medical advertising regulations.

7. Wiley will issue a confirmed 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 a confirmed booking 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 repudiation 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 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 goal’ or the like provided are non-binding. Online Ad- vertising 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 as otherwise 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 as set out in the Booking Confirmation) will not infringe or infringe any copyright, patent, trademark, trade secret or obligation of confidentiality to any third party or Wiley; 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 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, inflammatory, 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 enforce- ment officials or offensive misleading, deceptive or destructive, and does not promote, advertise or control, or is related to, terrorism or other unlawful or illegal activities;

(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, surf websites or reading emails or contain viruses, trojan horses, worms, time bombs, camelsbots or other harmful or deleterious programming routines whether similar or dissim- ilar to the foregoing; and

(g) Customer has obtained written consent to display the name or image of any living person in any Adver- tising.

17. The Customer acknowledges that in relation to Advertising, Wiley makes no representation or warranty (i) that any publication of Advertising 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 Ad- vertising Bureau for Media Buyers 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 or contracting 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 V (Reporting) (excluding clause H5b);
(c) Section VI (Non-Disclosure, Data Usage and Ownership, Privacy and Laws);
(d) Section X (Third Party Advertising 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 Or- der 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 at the appropriate licence fee. The Reprints must not be amended or modified in any way after delivery. If the Customer wishes to appeal or add any material to a Reprint it shall inform Wiley at the time of making the order and pay any additional fees charge- d 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 deli- very.

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 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 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>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Point of Cancellation</strong></td>
<td><strong>% of order value excluding shipping &amp; expedited delivery fees</strong></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>
</tr>
</tbody>
</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, 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 proceedings 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 cash 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.

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