2024 Media Guide
Management & Krankenhaus
Your No. 1 for Healthcare
www.management-krankenhaus.de
Management & Krankenhaus: the leading trade newspaper for managers and professionals in print and online.

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: 29,000 subscribers
LinkedIn, X, Xing: Over 28,000 social media followers
management-krankenhaus.de: 83,300 individual visits
Newsletter: 11,000 subscribers

Overview
Publication Frequency
10 issues per year

Volume
Vol. 43, 2024

Print run
29,000 (Q2/23)
22,500 Print
6,500 digital
see www.ivw.de

Membership
IVW

Publishing Director
Steffen Ebert

Editorial + Product Management
Ulrike Hoffrichter

Advertising
Bettina Willnow

Commercial Manager
Jörg Wüllner

Order Management
Silvia Edam

Subscription
€ 139.60 (+ VAT, incl. shipping)

Single Copy Rate
€ 16.50 (+ VAT, incl. shipping)
Subscription for students
50% discount

Subscription only digital
€ 139.60 (+ VAT)

ISSN
0176-053 X

Format of the newspaper
350 x 510 mm
# Dates & Contents

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Editorial deadline for all features in the newsletter: 10 working days before the dispatch date of the booked newsletter.

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### MAIN TOPICS

- **Point of Care Green Hospital Personnel**
- **Hygiene**
- **Robotics/AI**
- **Process Management**
- **Hygiene**

### TRADE FAIR FOCUS

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<th>Deutscher Röntgenkongress</th>
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<td>Kongress der Deutschen Gesellschaft für Endoskopie und Bildgebende Verfahren</td>
<td>DMEA Berlin, 09.-11.04.2024</td>
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<td>Deutscher Krebskongress, Berlin</td>
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### TOPICS

- **Health Policy**
  - Political frameworks and their effect
  - Political frameworks and their effect
  - Political frameworks and their effect
  - Political frameworks and their effect

- **Health Economics**
  - Security + crisis management
  - Modern training: elearning & Co.
  - Mobile deployment planning + optimize processes
  - Employer Branding
  - Personnel + training
  - Security + risk management

- **Medicine & Technology**
  - Intensive Care
  - Ultrasound
  - Imaging
  - Female health/ mammographie
  - Trauma surgery
  - Reanimation
  - Radiology trends in CT | MRT | Radiology
  - IT-Systems and artificial intelligence
  - Endoscopy
  - Imaging
  - Interventional systems
  - Artificial intelligence
  - Workplace safety
  - Data security
  - Digital health applications
  - Surgery
  - Interventional systems
  - Female health/ mammographie

- **IT & Communication**
  - Digital patient file
  - Online appointment
  - Telemedicine
  - IT-Management
  - IT-Infrastructure
  - E-recipe
  - Messenger service
  - Artificial intelligence
  - Trends in digital healthcare
  - Interoperability
  - IT-Security
  - Patient Portals
  - Artificial intelligence
  - Workplace safety
  - Data security
  - Digital health applications
  - Cloud solutions
  - Digital communication solutions
  - IT-Infrastructure
  - Cyber security

- **Hygiene**
  - Hygiene of skin and hands
  - Surface disinfection
  - Surveillance
  - Nosocomial infections
  - Reprocessing
  - Disinfection
  - Infections of drinking water
  - MRSA screening
  - Antibiotic stewardship
  - Room Hygiene
  - MRE
  - Wound management
  - Nosocomial infections
  - Filter technology
  - Machine Reprocessing
  - Cleaning
  - Infections of drinking water
  - Mechanical surface cleaning

- **Building, Furnishing, Supplies**
  - Kitchen + catering
  - Monitoring systems
  - Digital construction solutions
  - Smart building
  - Energy and building services
  - Digital construction solutions
  - Sustainable building
  - Guidance and orientation systems
  - Building regulations
  - Interior design
  - Floor, lights, colour
  - Greenhospital
  - Smart assistance systems
  - Interior design and equipment

- **Laboratory & Diagnostics**
  - Infection diagnostics
  - Laboratory market Germany
  - Laboratory technology
  - Molecular diagnostics
  - Central laboratory
  - Automation for laboratories
  - Digital pathology

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**Supplement (s. S. 10)**
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<td>Decision-making support systems Discharge management Big Data Networking IT in Care Workplac systems Digital platforms IT-Security Cloud solutions Digital communication Solutions Exchange of health data (IS) OP-management HIS</td>
<td></td>
<td>Energy efficiency Hospital construction Networked building technology Renovation of existing buildings Flexible hospitals Optimized use of space Floors, light, colours Building information modeling Virtual reality planning</td>
<td>Personalized medical care Biomarker Clinical chemistry Laboratory IT Laboratory automation Automation POCT</td>
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<td>Mobile scheduling + optimize processes</td>
<td>CT/MRI X-ray Ultrasound Image reproduction systems IT-Systems and artificial intelligence</td>
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**with Supplement (s. S. 10)**

**M&K kompakt**

Bauen, Einrichten & Versorgen | medAmbiente Hygiene

### TRADE FAIRS

- **TRADE FAIRS**
  - Kongress Krankenhaus-führung und digitale Transformation Düsseldorf, 02.–05.07.2024
  - Jahreskongress der DGAI Kassel, 11.–13.09.2024
  - Fachmesse Krankenhaus Technologie, Gelsenkirchen, 18.–19.09.2024
  - Herbstsymposium der Deutschen Gesellschaft für Medizincontrolling Frankfurt/Main, 23.–25.09.2024
  - Rehacare Düsseldorf, 25.–28.09.2024
  - Medica Düsseldorf, 11.–14.11.2024
  - IFAS Zürich, 22.–24.10.2024
  - Deutscher Logistik-Kongress Berlin, 23.–25.10.2024
  - Bundeskongress Deutscher Pathologen Berlin, Oktober 2024
  - A+A Stuttgart, 05.–07.11.2024
  - Klinisch-Mikrobiologisch-Infektiologisches Symposium Berlin, Dezember 2024

### TOPICS

- **Health Policy**
- **Health Economics**
- **Medicine & Technology**
- **IT & Communication**
- **Hygiene**
- **Building, Furnishing, Supplies**
- **Laboratory & Diagnostics**
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)
€ 10,765

2/3 Page portrait
Width: 215 mm
Height: 455 mm (4 columns)
€ 8,760

2/3 Page landscape
Width: 325 mm
Height: 303 mm (6 columns)
€ 8,760

1/2 Page landscape
Width: 325 mm
Height: 225 mm (6 columns)
€ 8,250

1/2 Page portrait
Width: 160 mm
Height: 455 mm (3 columns)
€ 8,250

1/2 Page Corner
Width: 215 mm
Height: 303 mm (4 columns)
€ 8,250

1/3 Page landscape
Width: 325 mm
Height: 149 mm (6 columns)
€ 5,470

1/3 Page portrait
Width: 105 mm
Height: 455 mm (2 columns)
€ 5,470

1/4 Page landscape
Width: 325 mm
Height: 114 mm (6 columns)
€ 4,990

1/4 Page classic
Width: 160 mm
Height: 227 mm (3 columns)
€ 4,990

1/5 Page landscape
Width: 215 mm
Height: 152 mm (4 columns)
€ 4,365

1/5 Page portrait
Width: 105 mm
Height: 303 mm (2 columns)
€ 4,365

1/10 Page landscape
Width: 215 mm
Height: 74 mm (4 columns)
€ 2,545

1/10 Page portrait
Width: 50 mm
Height: 303 mm (1 column)
€ 2,545

1/10 Page classic
Width: 105 mm
Height: 149 mm (2 columns)
€ 2,545

1/12 Page landscape
Width: 215 mm
Height: 57 mm (4 columns)
€ 2,280

Title corner
Width: 50 mm
Height: 35 mm (1 column)
€ 805

Title page
Width: 215 mm
Height: 94 mm (4 columns)
€ 5,560

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

Advertisements by millimetre²
(Price per single column/50 mm)

Standardposition € 12.00/mm
Job ads (4c) see page 15

Title page, Footer
Width: 215 mm
Height: 94 mm (4 columns)
€ 5,560

Title page, Newsflow
Width: 50 mm
Height: 116 mm (1 column)
€ 1,895

Title corner
Width: 50 mm
Height: 35 mm (1 column)
€ 805

Premium-Positions

ca. A4
Prices & Formats

Preferred Positions  Width / Height (mm)  Price €
Title page¹ 215 x 94  5,560
Postcards² 560

Loose inserts³  Weight
up to 20 g  325
per additional 5 g  6.85

BusinessPartner (105 x 59 mm w x h)
3 Advertisements  810
6 Advertisements  1,245
10 Advertisements  1,850

Advertisements by millimetre (Price per single column/50 mm)³
Advertisements (minimal height 80 mm/1 column)  € 12.00/mm
Job ads 4c (minimal height 80 mm/1 column)  see page 15

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

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60310 Frankfurt, Germany
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BIC: CHASDEFX

VAT-Id.No.: DE136766623
Tax No.: 47020/29082

All prices are subject to the statutory VAT.

The new price list comes into effect on 1 October 2023 and supersedes all previous price lists.

1 Cancellation only possible up to 8 weeks before advertising deadline.
2 Postcards: € 560 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: 22,700 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.*

Advertorials in M&K:
Last possible correction: 11 working days before publication of the M&K

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<tr>
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<td>1/4 page text advertisement with 3,500 characters + 1 illustration or graphic</td>
<td>1/2 page text advertisement with 5,000 characters + 2 illustration or graphic</td>
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<td>Advanced</td>
<td>1/1 page text advertisement with 9,000 characters + 4 illustration or graphic</td>
<td>1/2 page text advertisement with 2,500 characters + 2 illustration or graphic</td>
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<td>Professional</td>
<td>1/4 page text advertisement with 1,500 characters + 1 illustration or graphic</td>
<td>1/2 page text advertisement with 2,500 characters + 2 illustration or graphic</td>
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<td>Design in the look &amp; feel of a M&amp;K article with customer’s individual content</td>
<td>☒ ☒ ☒</td>
<td>☒ ☒ ☒</td>
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<td>Editorial consulting: benefit from the expert knowledge of our editors – they will be pleased to help you with the production of your content</td>
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<td>Online publication until further notice (online layout, tags, links to customer’s website; video integration possible)</td>
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Price

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<td>€ 2,600</td>
<td>€ 4,365</td>
<td>€ 8,250</td>
</tr>
</tbody>
</table>

*For legal reasons, we have to insert the word Advertorial above the article.
Special Advertising
M&K Main Issue

**Expert Interview**
Show your competence in your areas of expertise

**Price:** € 8,840

**Placement:**
Lead story in the inside section (department)

**Scope:**
approx. 5,000 - 6,000 characters/spaces + 2 illustrations

**Cover story**
The premium mix of cover ad and PR contribution

**Price:** € 9,880

**Placement:**
Front page ad + cover story in the inside section (department)

**Scope:**
1 x "front page footer" ad and 1 x cover story with approx. 5,000 characters/spaces + 2 illustrations
M&K kompakt

M&K kompakt are special issues of Management & Krankenhaus in print and online version. Its readers are all managers and users in in-patient facilities, who are involved in investment decisions and process copies (see page 2), optimization.

As stated in its title M&K kompakt reports compactly, precisely and succinctly on the key points of Bauen, Einrichten & Versorgen/medAmbiente; Hygiene, Labor & Diagnostik, medAmbiente, Radiologie.

The print run is ivw-approved.

The print version and www.management-krankenhaus.de reach the highest number of readers in in-patient healthcare throughout the whole of Germany.

## Formats + Prices

<table>
<thead>
<tr>
<th>M&amp;K kompakt Ausgaben</th>
<th>M&amp;K kompakt medAmbiente* Hygiene</th>
<th>M&amp;K kompakt Radiologie</th>
<th>M&amp;K kompakt Labor &amp; Diagnostik</th>
<th>M&amp;K kompakt Bauen, Einrichten &amp; Versorgen / medAmbiente* Hygiene</th>
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## MESSEN

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<tr>
<th>DMEA Berlin, 09.–11.04.2024</th>
<th>Deutscher Röntgenkongress Wiesbaden 08.–10.05.2024</th>
<th>DKLM - Jahrestagung der DGKL und Fachtagung für Biomedizinische Analytik des DFTA Bremen, 26.–27.09.2024</th>
<th>Freiburger Infektiologie- und Hygienekongress Freiburg, 09.–11.10.2024</th>
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<tr>
<td>Altenpflege Essen, 23.–25.04.2024</td>
<td>DGGM-Jahrestagung Würzburg, 02.–05.06.2024 *</td>
<td>With additional circulation: architecture and engineering offices, nursing homes</td>
<td></td>
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</table>

## Dates & Contents

**M&K kompakt**

**Main topics Supplements**

Dates & Contents

Formats + Prices

<table>
<thead>
<tr>
<th>Layout</th>
<th>Width</th>
<th>Height</th>
<th>Price</th>
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</thead>
<tbody>
<tr>
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<tr>
<td>1/2 Page Corner</td>
<td>160 mm</td>
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<td>Title page</td>
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<td>€ 11,845</td>
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</table>

Preferred Position
The special issues M&K kompakt „medAmbiente“ and M&K kompakt „Bauen, Einrichten, Versorgen / medAmbiente“ (Building, Furnishing, Providing / medAmbiente) are aimed in particular at decision-makers and responsible experts in senior and care facilities, their sponsors, as well as planners, architects and companies from industry and trade.

The contents of medAmbiente deal with decisive design trends and furnishing concepts as well as modern services. The focus is on questions of contemporary furnishing and design of care and senior facilities. In addition, topics such as architecture and interior design, management and the care market, design with light, color and new materials, interior design and accessibility, outdoor facilities and recreational areas, digital care and orientation systems are discussed. Also appearing are articles on dementia and its impact on design in short- and long-term care facilities.

<table>
<thead>
<tr>
<th>Issues</th>
<th>M&amp;K kompakt medAmbiente</th>
<th>M&amp;K kompakt Bauen, Einrichten &amp; Versorgen/medAmbiente</th>
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<td>02.10.2024</td>
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<td>01.03.2024</td>
<td>30.08.2024</td>
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<td>Editorial deadline</td>
<td>09.02.2024</td>
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TRADE FAIR FOCUS

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<td>Altenpflege</td>
<td>IFAS</td>
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<td>Zürich, 22.–24.10.2024</td>
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<td></td>
<td>Medica</td>
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<td></td>
<td>Düsseldorf, 13.–16.11.2024</td>
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FOCUS

<table>
<thead>
<tr>
<th>FOCUS</th>
<th>Floor + Ceiling + Wall</th>
<th>Everything about building</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Light + Colour IT &amp; Digital Care</td>
<td>(energetic) Renovation - Technology Flooring + Textiles + Furniture</td>
<td></td>
</tr>
</tbody>
</table>

With additional circulation: architecture and engineering offices, nursing homes
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.

### Analysis of recipients according to the professional function

<table>
<thead>
<tr>
<th>Function</th>
<th>%</th>
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<tbody>
<tr>
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<td>11.67</td>
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<tr>
<td>Commercial management</td>
<td>1.57</td>
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<tr>
<td>Medical management</td>
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<td>Technical management</td>
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<td>Human resources</td>
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<td>Medical leadership</td>
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<td>Nursing leadership</td>
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<td>Pharmacy managers</td>
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<td>Hygiene specialists</td>
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<td>R&amp;D</td>
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<td>Laboratory management</td>
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<tr>
<td>Waste disposal and environmental officers</td>
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<tr>
<td>Quality management</td>
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<td>Marketing/sales/administration</td>
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<td>Purchasing</td>
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<td>Other functions</td>
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### Copies per issue

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<td>Subscription</td>
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<td>Archive</td>
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### Geographical distribution

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<td>Germany</td>
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<td>The Netherlands</td>
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<td>Others</td>
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<td>9.8</td>
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<tr>
<td>9</td>
<td>8.5</td>
</tr>
<tr>
<td>Abroad</td>
<td>6.5</td>
</tr>
</tbody>
</table>
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>Advertising Format</th>
<th>Size</th>
<th>Price (€)</th>
<th>Frequency</th>
</tr>
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<tr>
<td>Leaderboard</td>
<td>728 x 90 Pixel</td>
<td>2,050 / month</td>
<td></td>
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<tr>
<td>Wide Skyscraper**</td>
<td>160 x 600 Pixel</td>
<td>1,950 / month</td>
<td></td>
</tr>
<tr>
<td>Medium Rectangle</td>
<td>300 x 250 Pixel</td>
<td>1,850 / month</td>
<td></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

Combo offer:
Feature on Portal + Newsletter € 2,680

The text must be formulated objectively and is subject to valid 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

€ 1,100 / 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

€ 1,100 / 6 months

Accesses to the website (Plausible)
Page Impressions/Month 120,700
Visits/Month 83,300

Mean values from the 1st half of 2023

See next page for technical specifications

Deadline for paid content portal:
7 working days before publication

The text must be formulated objectively and is subject to valid editorial criteria.
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**
  - Size: 468 x 60 Pixel
  - Price: € 1,100

- **Medium Rectangle**
  - Size: 300 x 250 Pixel
  - Price: € 1,950

**Feature Newsletter**

- **Text** (up to max. 4,000 characters advisable), headline, intro (150 characters), At least one image (format 1.5:1, at least W x H 476 x 315 px, better 750 x 500 px, max. 250 KB), three additional images possible (format see above), Contact information
  - Price: € 1,200

Copy deadline for all features in the newsletter no later than 10 working days before the dispatch date of the booked newsletter.

The text must be formulated objectively and is subject to valid editorial criteria.

**Combo offer**: Feature on website + newsletter € 2,680

**Event announcement**:
- name and date 50 characters, call-to-action
- 70 characters, graphic 476 x 315 pixels, external link
  - Price: € 510

**Job advertisement**:
- description of position 50 characters, call-to-action
- 70 characters, graphic 476 x 315 pixels, external link
  - Price: € 550

**Newsletter Key Figures 2021/2022**

- Number of recipients (DOI): 11,000
- Open Rate (MV): 15.51 %
- Unique Open Rate: 8.53 %
- Click-to-Open Rate: 23.58 %
- Click Through Rate (MV): 3.60 %

**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, Climate manager, Housekeeping management, Kitchen management, Site manager and Head of personnel management

7. **Laboratory and diagnostics**
   - Laboratory management & IT management
Job Advertisements

Get attention from more than 112,300 decision makers & users in German clinics

Combine print and online for optimal reach
29,000 M&K readers + 83,300 website visits

Crossmedia Package
1. 1/4 page print ad + online (30 days) € 1,715
2. 1/2 page print ad + online (30 days) € 2,965
3. SPECIAL Package: 3 x 1/4 page print ad + online (30 days) + 1 portrait of company or clinic € 4,345 (redeemed within 12 months)

Online prices
30 days – € 435
60 days – € 720
Scope of services:
Teaser-Text + PDF of the ad

Print Special Prices
1/4 Page classic
Width: 160 mm
Height: 227 mm (3 columns) € 1,715

1/2 Page Corner
Width: 215 mm
Height: 303 mm (4 columns) € 2,965

Accesses to the website (Plausible)
Page Impressions/Month 120,662
Visits/Month 83,339
Mean values from the 1st half of 2023

Job Advertisements
(Price per single column/50 mm)
minimum height 80 mm P.O. Box No. fee € 10 € 3.30/mm

www.management-krankenhaus.de/jobs
PRO-4-PRO.com — PRODUCTS FOR PROFESSIONALS — is the unique product database for vertical B2B markets.

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

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

<table>
<thead>
<tr>
<th>Package deals</th>
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<td>Refresher</td>
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<td><strong>Package deals</strong></td>
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<td>Premium Package</td>
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<tr>
<td>Business Flat</td>
<td>all your product texts that you send us within 12 months</td>
<td>5,315</td>
</tr>
</tbody>
</table>
Erfolgreiche Kommunikation in Wissenschaft und Industrie

**Events & Education Solutions**

Schließen Sie Wissenslücken und präsentieren Sie Lösungen, die Anwender in ihrer täglichen Arbeit unterstützen:

- **Webseminare**
  Zeigen Sie Ihre Expertise und interagieren Sie direkt mit Ihrer Zielgruppe. Sie vertiefen so Ihre Kundenbindung und gewinnen neue Leads.

- **Virtual Events**

- **Knowledge Hub**
  Präsentieren Sie Ihre Marke neben glaubwürdigen, relevanten Inhalten. Auf der themenspezifischen Onlineplattform erhalten Anwender wertvolle Informationen, können sich mit Ihrer Marke und den Lösungen Ihres Unternehmens vertraut machen und sich weiterbilden.

**Communications Solutions**

Präsentieren Sie sich als Fachleute und bieten Sie Ihrer Zielgruppe Zugang zu glaubwürdigen und relevanten Inhalten:

- **Article Collections**
  Bieten Sie Forschenden und Fachleuten der Branche Zugang zu peer-reviewed Artikeln aus unseren Fachzeitschriften. Wir bündeln Artikel aus einem bestimmten Thema in einem PDF mit Ihrem Logo und stellen es zum Download bereit.

- **Essential Knowledge Briefing**
  EK Bs vermitteln Basiswissen zu komplexen Inhalten in Form von kurzen Leitfäden in einem mobil optimierten Format zur flexiblen Nutzung.

- **Expert Insights**
  Unsere Article Summary Collections, Whitepapers und Custom E-books unterstützen Ihre Zielgruppe mit Expertenwissen zu relevanten Themen. Umfang und inhaltliches Konzept stimmen wir gemeinsam mit Ihnen und unseren Fachredaktionen ab.

Ihr Erfolg ist unser gemeinsames Ziel!

Wir entwerfen Ihre maßgeschneiderte Marketingkampagne aufgrund Ihrer Bedürfnisse. Dabei wählen wir die passenden Kanäle und Maßnahmen, unsere Experten begleiten Sie von Anfang bis Ende und gewährleisten eine reibungslose Umsetzung Ihrer Marketingkampagne.

Mit unseren Lösungen **Wiley Events & Education** und **Wiley Communications** erreichen Sie Ihre Zielgruppen mit dem richtigen Marketing-Mix und generieren qualifizierte Leads für Ihr Unternehmen.
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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 inap-

propriate or contrary to Wiley’s usual advertising discretion. Notwithstanding the foregoing, Wiley has no obligation to review or approve Advertising copy (for compliance, appropriateness, or otherwise). Wiley may publish the Advertising with a heading 'Advertising' or in some other manner to distinguish the advertising material from editorial material. If and to the extent that the Advertising does not conform to Wiley’s then-current published Advertising 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 support any customer 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 Printing Advertising on the material submission date as set out in the Booking Confirmation ("Materials Due Date"). If a Customer fails to provide the Printing Advertising copy for a confirmed booking by the Materials Due Date, the Customer may be charged for Printing Advertising unless a cancellation has been approved by Wiley in writing. If Wiley accepts copy for the Printing Advertising after the Materials Due Date, Wiley makes no representations that Printing Advertising will be published and the Customer will have no claim against Wiley for credit or repayment in the event of non-publication, or if the Printing Advertising is published in another manner or format than as set out in the Booking Confirmation.

9. Customer must submit Printing 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 according to any instructions or guidelines provided by Wiley in connection with the Online Advertising.

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 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 linked to any registration or cookie. 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 sale 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) will not infringe or breach any copyright, patent, trademark, trade secret or obligation of confidentiality or any other right or law relating 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, infringing, excessively violent, libellous, gambling-

ated, 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 enfor-

cement officials or is offensive, misleading, deceptive or destructive, and does not promote, advocate or glorify violence or war;

(f) Online Advertising does not create, facilitate the creation of or exploit any security vulnerabilities in a user’s computer, promote programs which compromise or provide incentives to users for clicking ads or offers, performing searches, surfing websites or reading emails or contain viruses, Trojan horses, worms, time bombs, computer bugs or other deceptive programming routines which whether similar or dissi-

milar to the foregoing;

(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) of any publication of any 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 (“Terms”) apply to all Online Advertising services, with Wiley being the ‘Media Company’ and Customer being the ‘Agency’ and ‘Advertiser’ (unless the Customer is a media agency booking advertising on behalf of a customer in which case it will be the Agency, with its customer being the Advertising):

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

(b) Section III (Reporting) (excluding clause h(i));

(c) Section IV (Non-disclosure, Data Usage and Ownership, Privacy and Law);

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

In the event of any inconsistencies between the Terms and these Terms, these Terms 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 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 charg-

ed 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 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.

24. Wiley’s liability in respect of any deficiency in the Reprints or ePrints, whether due to negligence or other cause, shall be limited to the cost of such Reprints or ePrints which are actually damaged or deficient.
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 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 Advertis- ing is not published or for Online Advertising, if 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.

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<td>% of order value excluding shipping &amp; expedited delivery fees</td>
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<td>Purchase Order / confirmed order received</td>
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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 pre-payment for further orders until all outstanding debt is paid 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 (e.g. GST registration, W9 form) as notified by Wiley. Please note that Wiley is unable to accept any PO Box address.

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

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

33. If the Customer fails to make any payment due to Wiley under this Agreement by the due date, then, without limiting Wiley’s remedies, the Customer shall pay interest on the overdue amount at a rate which will be the lesser of (i) 0.5% per month, such interest to accrue on a daily basis from the due date until actual payment of the overdue amount, whether before or after judgement; or (ii) any relevant maximum statutory rate allowable in the jurisdiction where the Wiley entity is located, such interest to accrue in accordance with the relevant statutory provisions. Customer shall pay the interest together with the overdue amount.

34. Wiley excludes all implied conditions and warranties from these Terms, apart from any condition or warranty which cannot be excluded by the operation of law. Wiley limits its liability for any breach of any non-exclu- sible condition or warranty, at Wiley’s option, to the re-supply of the Advertising or Reprints or the payment of the cost of the supply thereof. Subject to the foregoing, Wiley excludes all other liability to the Customer for any costs, expenses, losses and/or damages incurred in relation to any Advertising or Reprints produced by Wiley, however that liability arises. Wiley will not be liable for indirect or consequential losses, loss of profits, loss of revenue or loss of any business opportunity.

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

36. Wiley will not be liable for any delay or failure to publish Advertising or to deliver Reprints caused by a factor outside Wiley’s reasonable control (including, without limitation, war, civil disorder; strike; flood; fire; storm; accident; terrorism; governmental restriction; infectious disease; epidemic; pandemic; public health emer- gency; embargo; power, telecommunications or Internet failures; damage to or destruction of any network facilities; the enactment of any law, executive order, or judicial decree; or any other circumstance beyond Wiley’s control whether similar or dissimilar to the foregoing).

37. Wiley will retain copyright and all other intellectual property rights and proprietary rights in Wiley’s publica- tions, proposals, and products and services. Customer acknowledges and agrees that Wiley may process Customer’s personal data, including storing or transferring data outside of the country or to an entity whose privacy laws do not provide the same level of protection as in the country in which Customer resides, in order to process transactions related to these Terms and to communicate with Customer, and that Wiley has a legitimate interest in processing Customer’s personal data. Wiley will comply with all applicable laws, statutes and regulations relating to data protection and privacy and will process such personal data in accordance with Wiley’s Privacy Policy located at: www.wiley.com/privacy.

38. By submitting an order for Reprints and/or Advertising in the manner set out above, the Customer agrees to be bound by these Terms. In the event of any conflict, the order of precedence will be as follows: (i) these Terms, (ii) Booking Confirmation, (iii) Insertion Order or Purchase Order signed by both parties. Where ge- neral 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 aforementioned Wiley entity for the adjudication of all disputes arising in connection with these Terms.
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