

Exclusive
media partner
of OTWorld

Media Data 2019

ORTHOPÄDIE TECHNIK



Verlag
Orthopädie.Technik

Verlag OT

Verlag OT, part of the German Association of Orthopaedic Technology, publishes ORTHOPÄDIE TECHNIK, which has been the industry's leading trade journal since 1949. /// In addition, Verlag OT, in close cooperation with the German Society for Interprofessional Treatment with Orthopaedic Devices (DGIHV) publishes reference works for technical orthopaedic devices, incl. the compendium "Quality Standard for Lower Limb Prosthetics" in 2018. /// Verlag OT, the exclusive media partner of OTWorld, the global industry's most important event, reports comprehensively on the congress and trade show. Moreover,

"First-hand expertise"

in its role as mouthpiece for the industry, it issues publications in English especially for OTWorld. /// Print media are supplemented by digital media: For example, the verlag-ot.de website features its news block, the "Best of OT" section, and the industry's leading job platform. A search for specific OT articles can be made in the continually updated search function for trade articles.



In August 2019, OT will be 70 years old! We would like to thank you for your loyalty with an anniversary edition. Join us and have a look back in time! Maybe with your own special birthday.



Here since 2012: Kirsten Abel, manager of Verlag OT and of communications at BIV-OT.



As editor-in-chief, Dr. Dorothea Becker always has a balanced concept between theory and practice for each issue.



For Sylvia Kortevoß, consulting is important. As Director of Marketing & Sales, she is the first contact person for her customers.

ORTHOPÄDIE TECHNIK

Established as the mouthpiece for the industry shortly after World War II, ORTHOPÄDIE TECHNIK has continued to evolve for 70 years. Our goal is to keep our readers informed of the latest, state-of-the-art orthopaedic devices. OT now highlights more than 30 product

"OT presents the latest treatment concepts from more than 30 PG."

groups from the device catalogue, the related conditions, and the latest treatment concepts during the course of a year. /// In each of the 12 issues, two main topics are addressed and discussed in articles by renowned experts. It is important to achieve a balanced mixture between scientific and practice-based articles from hospitals and

workshops. /// Extensive coverage with the Info, Vocational Training, Business News, Industry Reports and Job & Classified Ads sections and series about various topics complete the concept. /// The verlag-ot.de website complements the printed materials.

By the way: We appreciate all feedback that helps us to develop our print and online materials to meet readers' needs. That can also be in a personal talk – direct contact with the industry is very important to us!

The advisory board

Since 2013, a peer review procedure has ensured the quality of the technical articles in ORTHOPÄDIE TECHNIK – unique in German-language journals. The reviewers are recognized scientists, doctors, and O&P professionals.

All members at:
verlag-ot.de/fachzeitschrift/beirat

Target groups

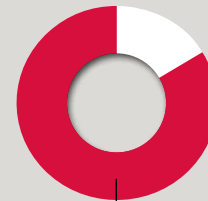
Medical supply companies, orthopaedic technology, orthopaedic shoe specialism, rehabilitation technology and home care: These are the business areas covered by ORTHOPÄDIE TECHNIK readers – mainly as full-service providers. /// Readers consist of the decision makers as well as skilled technicians in the companies. /// The great majority of subscribers are in Germany/Austria/Switzerland, the Netherlands and Belgium. There are also readers in other European countries and abroad. In addition to distribution to subscribers, OT is displayed at important trade shows and congresses.

OT readers:

- > Owners and employees of medical supply stores
- > Orthopaedic technicians
- > Orthopaedic shoe specialists
- > Rehabilitation technicians
- > Home care
- > Engineers in the fields of biomechanics, orthobionics, medical and rehabilitation technology
- > Orthopaedic industry representatives
- > Doctors specialising in technical orthopaedics
- > Research and development in technical orthopaedics
- > Medical universities
- > Payers

The survey

At OTWorld 2018, the independent market research institute IMK asked **O&P professionals and medical supply company employees** in German-speaking and other countries which professional journal they read regularly. ORTHOPÄDIE TECHNIK had by far the best results among those surveyed who reported reading at least one professional journal – clearly better than other industry journals.



O&P professionals:
80.3%



Medical supply
company employees:
60.9%

The key topics

A medical supply company and an orthopaedic technology workshop have a huge range of services. It includes customised fabrication and ready-made goods from more than 30 product groups from the catalogue of devices. /// In addition, there is the area of business management: Financial, political, and professional decisions must be made. OT also covers this range.

From the contents of OT:

- > Ambient Assisted Living (AAL) > Bandages > Biomechanics
- > Breast Cancer / Breast Prostheses > Breathing Therapy
- > Business > Compression Therapy > Degenerative Diseases
- > Diabetic Foot > Digitisation > Dysmelia > Enteral Nutrition
- > Exoskeletons/Robotics > Fabrication
- > Functional Electrical Stimulation (FES) > Foot and Shoe
- > Home Care > Insoles > Law > Lower Limb Orthotics
- > Lower Limb Prosthetics > Lymphoedema > Materials
- > Measuring Technology > Neuro-orthopaedics
- > New Technologies > Osteoarthritis > Paediatric Rehabilitation
- > Pain Therapy > Pressure Ulcers > Prosthesis Components
- > Rehab Technology / Mobility > Rheumatism
- > Sitting/Positioning > Socket and Liner Technology
- > Specialised Dealers > Sport Orthopaedics > The Geriatric Patient
- > Trunk Orthotics / Spine > Upper Limb Orthotics
- > Upper Limb Prosthetics > Vocational Training > Wound Care



The OT media letter

The OT media letter provides information on the key topics of the next issue of ORTHOPÄDIE TECHNIK, the respective advertisements and print document deadlines and other offers from Verlag OT (e.g. Media Data and reference books) once a month. /// The newsletter of the Marketing & Sales department specifically addresses persons responsible for marketing and media planners. /// Would you also like to receive regular information? Then register now at no charge and with no obligation at:

verlag-ot.de/anzeigenmarkt/newsletter

Editorial calendar 2019

Edition	Subject areas with two key topics	Advertising deadline	Artwork deadline	Publication date
January	Trunk orthotics /// Paediatric rehabilitation	2018-12-04	2018-12-11	2019-01-02
February	Lower limb orthotics /// Residual limb (surgery)	2019-01-14	2019-01-21	2019-02-05
March	Neuro-orthopaedics /// Upper limb orthotics	2019-02-11	2019-02-18	2019-03-05
April	Lower limb prosthetics /// Diabetic foot	2019-03-12	2019-03-19	2019-04-03
May	Materials and production /// Sitting/positioning	2019-04-11	2019-04-18	2019-05-06
June	Upper limb prosthetics /// Compression therapy	2019-05-13	2019-05-20	2019-06-05
July	Osteoarthritis /// Osseointegration	2019-06-12	2019-06-19	2019-07-05
August	Socket and liner /// Sports orthopaedics	2019-07-12	2019-07-19	2019-08-06
September	Rehabilitation technology / mobility /// Home care: wound care	2019-08-13	2019-08-20	2019-09-04
October	Foot and shoe /// Exoskeletons/robotics	2019-09-12	2019-09-19	2019-10-07
November	Prosthesis Components /// Breast Cancer/Lymphoedema	2019-10-14	2019-10-21	2019-11-06
December	Measuring Technology/Biomechanics /// Compression Therapy	2019-11-12	2019-11-19	2019-12-04

> This overview of the planned topics and deadlines for 2019 is intended to help you with planning. However, the editorial department reserves the right to make changes.

Anniversary
edition!
with higher
circulation



Special prints of articles

With its articles, ORTHOPÄDIE TECHNIK strives to increase knowledge in the industry. Readers benefit from articles from the research and testing labs at hospitals and institutes, from the development departments of industry and from fitting experience. /// We give you the option of publishing individual articles. Give individualised answers to payers and service providers, patients and colleagues and convince them of products and treatment concepts with a special print of an article – a translation is also possible.

By the way: In addition to the print version, you can now also order your special print as a PDF for your website

- > Order form with all information on numbers of prints and prices: verlag-ot.de/sonderdrucke
- > Are you searching for a specific article?
Then go to: verlag-ot.de/fachartikelsuche

Conferences and trade shows

Rehakind Congress /// Weimar /// 7–9 Feb. 2019

Therapie /// Leipzig /// 7–9 March 2019

ISPO Germany D-A-CH Congress

Augsburg /// 15–16 March 2019

Annual Meeting of the Association of Paediatric Orthopaedics /// Düsseldorf /// 22–23 March 2019

Expolife /// Kassel /// 28–30 March 2019

VSOU Annual Meeting /// Baden-Baden /// 2–4 May 2019

BUFA Symposium Technical Orthopaedics

Dortmund /// 17–18 May 2019

EFORT Congress /// Lisbon (PT) /// 5–7 June 2019

GOTS Annual Congress /// Salzburg (A) /// 27–29 June 2019

Rehacare /// Düsseldorf /// 18–21 Sept. 2019

FOT Annual Conference

Halle an der Saale /// 27–29 Sept. 2019

ISPO World Congress /// Kobe (Japan) /// 5–8 Oct. 2019

DKOU /// Berlin /// 22–25 Oct. 2019

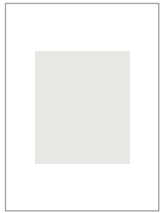
APO Annual Conference

Fribourg (CH) /// 24–25 Oct. 2019

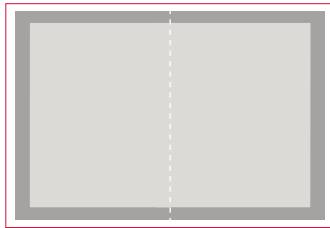
Your contact person: Iris Elbe
elbe@biv-ot.org, Phone: +49 (0)231 557050-51

NEW:
Preferred placement
in the table of contents!*

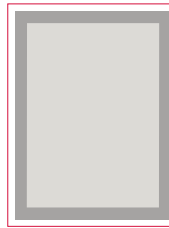
Advertisement formats



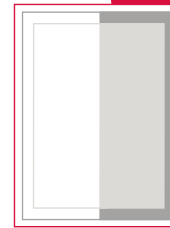
Cover
130 x 155 mm



2/1 pages crossover
B = 420 x 297 mm



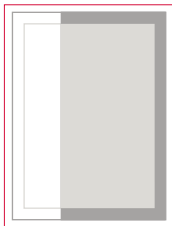
1/1 page
P = 185 x 265 mm
B = 210 x 297 mm



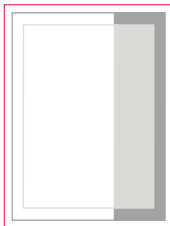
1/2 page portrait*
P = 90 x 265 mm
B = 103 x 297 mm



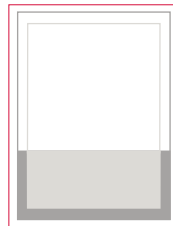
1/2 page landscape*
P = 185 x 130 mm
B = 210 x 148 mm



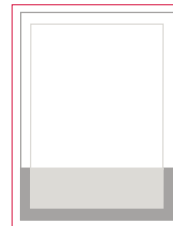
2/3 page portrait
P = 120 x 265 mm
B = 133 x 297 mm



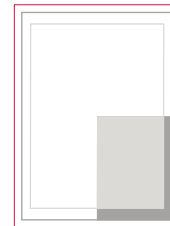
1/3 page portrait
P = 59 x 265 mm
B = 70 x 297 mm



1/3 page landscape
P = 185 x 90 mm
B = 210 x 105 mm



1/4 page landscape
P = 185 x 65 mm
B = 210 x 82 mm



1/4 page corner
P = 90 x 130 mm
B = 103 x 147 mm

— Print space
— Final format
— 3 mm trim**

Format: width x height /// P = print space format /// B = bleed format**

** In bleed format, the bleed margin is 3 mm on all sides. Position all text and images at risk of trimming at least 5 mm from the bleed margin. Place trim marks at least 3 mm from the edge of the motif.

Advertising prices

Use the industry's leading mouthpiece to present your business and your products or services to decision-makers and experts in medical supply companies, workshops and hospitals. /// Beside ads, bound inserts and loose inserts, we are happy to receive your ideas for special advertisement materials – feel free to contact us!

Formats	Prices (4-colour)
Cover	EUR 4,110
Cover pages 2 – 4	EUR 3,570
2/1 pages	EUR 4,760
1/1 page	EUR 3,280
2/3 portrait	EUR 2,540
1/2 portrait landscape*	EUR 2,420
1/3 portrait /// landscape	EUR 1,950
1/4 landscape /// corner	EUR 1,590

VAT is added to all prices.

Advertising discounts and surcharges

Frequency scale

4 or more ads per issue 3%
12 or more ads per issue 10%
(regardless of advertisement size)

Quantity scale

4 or more 1/1 advertisements per insertion year 3%
12 or more 1/1 advertisements per insertion year 10%

> Not eligible for discounts:

- > Cover, cover page 4 and double-page advertisements.
- > Agency commission available on request.
- > Special positioning upon request and for a 10% surcharge on the regular price.

*1/2 portrait
landscape in table of
contents
EUR 2,662

Prices unchanged since 2016!

Your contact person:
Sylvia Kortevoß
kortevoß@biv-ot.org
Phone: +49 (0)231 557050-54

Special advertising formats

Bound inserts (not eligible for discounts)

2 pages EUR 3,880

4 pages EUR 5,880

Paper weight: up to 150 g/m². Other technical information on request. Positioning subject to technical feasibility.

Loose inserts (not eligible for discounts)

Up to 25 g: EUR 2,987

Up to 50 g: EUR 3,187

Largest format:
width 205 x height 290 mm



Advertising stickers (not eligible for discounts)

on 2/1 ad (in interior, up to 25 g): EUR 4,760

on 1/1 ad (in interior, up to 25 g): EUR 3,280

plus manual sticker costs: EUR 560

Bound inserts, loose inserts, glued inserts and any manual costs are not eligible for discounts.

VAT added to all prices. Sample required before order is confirmed.

Print run = 3,200 each

Special advertising
formats by request
and with 3 months'
notice.

Technical information

Printing method: offset

Paper:

Cover: 200 g matte coated picture print

Contents: 100 g matte coated picture print

Binding: glued binding

Colours: CMYK (no special colours)

Colour profile: ISO coated v2 (ECI)

Print data: resolution: 300 dpi

File format: preferably PDF/X-3 file

Data transmission: e-mail

Data service:

Your print data will be checked by our graphics department before printing free of charge. We will notify you of any errors.

Shipping address for loose inserts, bound

inserts and glued inserts: (print run = 3,200 each):

Brühlsche Universitätsdruckerei GmbH & Co. KG

– Warenannahme –

"Beilage OT xx/2018"

Am Urnenfeld 12

35396 Gießen, Germany

(Deliveries: 7:00 – 16:00)

Job and classified ads

Sustained ad placements and click counts on our website confirm: OT is the most important job exchange for professionals in orthopaedic technology, rehab technology and medical supply companies. /// Read about all dates in the editorial calendar on page 6 and start looking for your new employee or new job in the next issue. Of course, you can also offer or find equipment or your company under "Miscellaneous".

An added plus: Every job or classified ad placed in OT is visible for another six weeks after publication at our modern, clearly arranged online portal!

- > Price per module (b/w): **EUR 90** (minimum size: 2 modules)
- > Colour surcharge: **EUR 390** (regardless of number of modules)
- > Typesetting per module: **EUR 6.50**
- > Box number charge: **EUR 9.95**

No positioning requests available for the job and classified ads section. No discounts available for job and classified ads. VAT added to all prices. In case of cancellation of an advertisement we have processed, we will charge at least the typesetting costs incurred. Advance online placement of job and classified ads at request and for a fee.

Overview of modules

2 modules landscape

Width 85 x height 40 mm
Price: EUR 180

4 modules square

Width 85 x height 85 mm
Price: EUR 360

6 modules portrait

Width 85 x height 130 mm
Price: EUR 540

4 modules landscape

Width 175 x height 40 mm
Price: EUR 360

8 modules landscape

Width 175 x height 85 mm
Price: EUR 720

Your contact person:
Saskia Demling
demling@biv-ot.org
Phone: +49 (0)231 557050-86

Overview of modules**3 modules landscape**

Width 130 x height 40 mm
Price: EUR 270

6 modules landscape

Width 130 x height 85 mm
Price: EUR 540

12 modules landscape

Width 175 x height 130 mm
Price: EUR 1,080

Overview of modules**12 modules portrait**

Width 85 x height 265 mm
Price: EUR 1,080

8 modules portrait

Width 85 x height 175 mm
Price: EUR 720

Overview of modules

10 modules portrait

Width 85 x height 220 mm
Price: EUR 900

Overview of modules

24 modules

Width 175 x height 265 mm
Price: EUR 2,160

VAT is added to all prices.

Online ad formats

An analysis of the last three years shows clearly: The verlag-ot.de website has constant numbers – with small peaks in the OTWorld Year 2016.

	1 – 12/2015	1 – 12/2016	1 – 12/2017
Users	16,171	16,714	16,081
Visits	28,709	29,231	27,098
Pages accessed	88,484	141,260	133,846

The pages with the most clicks were the verlag-ot.de home page with the latest news or the "Best of OT", the article search function in the "Trade journal" section and job ads in the "Ad market" section. /// Utilise the stable access numbers and present your products and services with an online banner – in combination with an ad or insert, this enhances the effect of your campaign even more.

An added plus: No scatter loss!

Positioning options:

- > Home page of verlag-ot.de
- > Verlag OT, Trade Journal, Ad Market sections

If an advertising spot on the home page or in a section has been booked by more than one customer, the banner to be displayed is selected randomly the next time the page is accessed. As long as the page is not reloaded, only one banner is visible per banner space.



Prices:

All prices are monthly, except for the special wallpaper format. Invoices are sent quarterly. Only full months will be invoiced. VAT is added to all prices.

Booking period:

The minimum booking period for all formats except for the special wallpaper format is three months. A wallpaper can be booked, depending on availability, for 14 days either at the beginning or the middle of the month.

Cancellation period:

The period of notice for cancelling banners is 4 weeks before the end of the term. A written notice of cancellation must be sent to the publisher. The banner advertising term is renewed automatically for three months unless it is cancelled.

Electronic format

GIF or animated GIF of up to 40 KB, for wallpaper up to 80 KB. Upon booking, please provide us with the URL for the link.

Banner formats and prices

Prices for skyscrapers

Home page: EUR 315 per month
Section: EUR 150 per month

Prices for super banners

Home page: EUR 315 per month
Section: EUR 150 per month

Prices for wallpapers

Home page:
EUR 700 per 14 days (depending on availability)
Section:
EUR 540 per 14 days (depending on availability)

Prices for content ad square

Home page: EUR 325 per month
Section: EUR 250 per month

VAT is added to all prices.

Your contact person:

Sylvia Kortevoß
kortevoß@biv-ot.org

Phone: +49 (0)231 557050-54

Super banner 728 x 90 px

Skyscraper 160 to max. 200 x 600 px

The screenshot shows the top part of the website with a search bar, navigation menu, and a large banner for 'ORTHOPÄDIE TECHNIK' featuring a magazine cover and a subscription offer: 'Jetzt abonnieren und keine Ausgabe mehr verpassen!'. Below the banner are news snippets with dates like '06.06.2015' and '20.06.2015'.

Wallpaper = super banner 750 x 110 px and skyscraper 200 x 600 px combined

The screenshot shows a different section of the website with a 'FACHZEITSCHRIFT' banner displaying several magazine covers. Below the banner is a text block with the following content:

Die ORTHOPÄDIE TECHNIK ist seit 1989 die führende Fachzeitschrift der Branche. Ausgewiesene Experten aus Orthopädie, Technik, Industrie, Wissenschaft, aus dem Handwerk und dem Fachhandel vermitteln das für Wissen und Ihre Erfahrung unverzichtlich, übersichtlich und fundiert.

In der ORTHOPÄDIE TECHNIK findet die Branche alle relevanten Informationen zu medizinischen Themen, aktuellen Herausforderungen und Neuentwicklungen aus Prothetik, Orthetik und Bspn-Technik, Materialwissen und aktuellen Branchenrichtlinien rund um den Konzept der Total Joint-Angebote des Fachhandels von Komplexen bis hin zum Einzellösung und zur individuellen Themenkomplexen bestimmen.

Die Qualität der Facharbeit der ORTHOPÄDIE TECHNIK verleiht ein Preisniveau, das sich wissenschaftlicher Arbeit, basierend auf wissenschaftlichen Methoden, auszeichnet. Unsere Facharbeit und sichern damit fachlich hohe Qualität.

Content Ad square 240 x 240

OT subscriptions

Comprehensive, in-depth expertise and knowledge of current trends and new products are essential for professional success. A subscription to ORTHOPÄDIE TECHNIK will keep you ahead of the game.

Annual subscription	domestic	EUR 124
Cover price	domestic	EUR 15
Annual subscription	abroad	EUR 160

> Payment to our account, free of costs

Trainees and students 30% discount

> valid only with ID

Terms of payment:

Annual fee payable in advance. Please wait for invoice.

Net payment due in 8 days. VAT is added to all prices.

Cancellation period:

Eight weeks before the end of the annual subscription, otherwise automatic renewal for another year.



Have you ever considered giving your sales team or your best customers an OT subscription?

Take advantage of our great discounts when taking out multiple subscriptions.

3 or more subscriptions **5%**

5 or more subscriptions **10%**

10 or more subscriptions **15%**

We would also be happy to put together an individual offer.

See all information and an overview of our subscriptions types at:

verlag-ot.de/fachzeitschrift/abonnement

Your contact person:

Iris Elbe

elbe@biv-ot.org

Phone: +49 (0)231 557050-51

The reference works from Verlag OT



The new DGIHV reference!

/// Professional and modern fitting of lower limbs ///

DGIHV (publ.)

Kompedium "Qualitätsstandard im Bereich Prothetik der unteren Extremität" [Quality Standard for Lower Limb Prosthetics]

2018, 472 pp, hardcover
incl. CD ROM

EUR 295

(for members of BIV-OT and DGIHV)

EUR 395

(for non-members of BIV-OT and DGIHV)

ISBN 978-3-9813221-6-3

/// The standard reference for certification in upper limb prosthetics ///

Association for Quality Assurance in Arm Prosthetics (publ.)

Kompedium "Qualitätsstandard im Bereich Prothetik der oberen Extremität" [Quality Standard for Upper Limb Prosthetics]

2014, 328 pp, hardcover
incl. CD ROM with forms
EUR 249

ISBN 978-3-9813221-4-9



/// An interdisciplinary view of technical orthopaedics ///

M. Bauche / B. Greitemann
K.-J. Lotz / W. Mittelmeier (publ.)

White book "Rahmenbedingungen und Strukturen der Technischen Orthopädie in Deutschland"

[Framework Conditions and Structures of Technical Orthopaedics in Germany]

2014, 215 pp, hardcover
EUR 59.95

ISBN 978-3-9813221-3-2

General Business Terms and Conditions

I. General:

1. These general business terms and conditions apply for all our offers and services.
2. Deviating general business terms and conditions of the customer shall not apply and are not accepted, even if we do not expressly object to them.
3. There are no verbal (or phone) agreements.

II. Contract conclusion and content:

1. Taking an order by branches, publisher representatives or other points of acceptance does not constitute acceptance of the order. A contract is concluded only when acceptance is declared separately.
2. It is not possible to exclude a customer's competitors.
3. Unless other arrangements have been made, advertisement orders (print) have to be settled within two months after the contract is concluded.
4. If we are unable to carry out advertisement orders on time or at all due to force majeure, either we or the customer may withdraw from the contract. In general, after the contract has been concluded, cancellation by the customer is not possible.
5. Customers' positioning requests (regarding a specific position in a printed issue) constitute merely non-binding information that is not an integral part of the contract. While we attempt to meet the customer's positioning requests as far as possible, this cannot be guaranteed.
6. Artwork and files must meet the requirements specified in the "Technical Data" to ensure that the advertisement is reproduced properly. Unsuitable or corrupt artwork/files will be returned to the customer.
7. Advertisements which due to their design are not recognisable as such will be clearly marked with the word "Anzeige" (advertisement) by the publisher.
8. If artwork, files or advertising texts are not submitted by the customer by the agreed date, we reserve the right of refusal.
9. No binding colour proofs will be made available. Proofs sent by e-mail must be reviewed by the customer for correctness and returned with corrections within 3 working days. Otherwise approval for printing is deemed to have been issued.
10. By request, the publisher shall deliver a specimen copy with the printed advertisement upon publication of the advertisement.
11. For every box number advertisement, the publisher will assign a box number, which will be shown in the advertisement instead of the customer's name. For box number advertisements, the publisher will exercise the care and diligence customary in business relations when receiving, safekeeping and forwarding received mail. Letters to the customer will be forwarded exclusively via regular mail. For this service, a box number fee as per the price list will be charged. The publisher reserves the right to open and inspect incoming offers to eliminate misuse. The publisher is not obliged to forward promotional materials or offers.

12. For banner advertising in digital newsletters, positioning shall be selected by the customer within the available space. If the customer does not make a corresponding selection, positioning is at the discretion of the publisher.

13. By request, the advertising banner will be linked to the customer's website by a hyperlink. The linked website provided by the customer is called up when the advertising banner is activated by a mouse click. The publisher assumes no liability for the content of the linked website. The publisher hereby distances itself from all content of the linked pages.

14. The advertising banner must not be designed to simulate a system message.

15. Any deception regarding the promotional nature of the banner is prohibited.

16. To the extent the advertising banner contains functional design elements (selection boxes, search fields, pull-down menus and similar), it must be possible to actually activate these elements.

17. The day the customer supplies the banner is established as the start of the contractual obligation (commencement of use).

18. The minimum booking period for all banners (except for wallpaper) is three months. The period of notice for cancelling banners is four weeks before the end of the term. A written notice (letter, fax, e-mail) of cancellation must be sent to the publisher. The banner advertising term is renewed automatically for three months unless it is cancelled.

19. During the entire contract term, the customer is obligated to keep the target page linked to the banner advertisement accessible.

20. Should the customer note errors in the linking of the advertising banner, the publisher shall be notified promptly of said errors.

21. The customer agrees to observe the applicable laws in designing the advertising banner and to ensure that no third-party rights of any kind are violated. Should the customer subsequently note that the advertising banner violates applicable laws and/or third-party rights, the publisher must be informed of this immediately. The customer agrees to indemnify the publisher from all third-party claims arising from illegality of the advertising banner and/or the violation of third-party rights. In particular, this obligation also encompasses indemnification from all legal fees and court costs that may be incurred for legal defence.

22. The publisher is authorised to remove and/or deactivate the advertising banner immediately if there are indications that the banner and/or the linked target page of the customer is illegal and/or violates third-party rights. Indications of illegality and/or the violation of rights include, in particular, official and/or third-party notification or commencement of measures of any kind against the publisher or the customer where said measures are based on the allegation of illegality and/or the violation of rights.

III. Subscriptions:

1. Subscriptions are initially for one year. The period of notice for cancelling subscriptions is 8 weeks before the end of the term. A written notice (letter, fax, e-mail) of cancellation must be sent to the publisher.

2. The start of delivery is the date specified in the order if the order has been received by the publisher in time (10 days in advance). For orders without a specified date, delivery shall commence as soon as possible.
3. Subscription fees are generally due in advance. Should the subscription price increase during the contract term, the subscription price in effect from the date of the increase is to be paid. The prepaid subscription price is guaranteed for the prepayment period and cannot be increased. Subscription price increases will be announced in the OT trade journal before they take effect. Individual notification is not possible.
4. The timely processing of the subscription, method of payment, banking and delivery information changes, etc. is assured only if notification is received by the publisher at least 10 days in advance. The publisher must be notified of address changes.
5. Delivery of the OT trade journal is free to the door. Delivery problems must be reported promptly. There are no claims for subsequent delivery or compensation if delivery is prevented due to force majeure. In case a standard SEPA debit transaction has been issued, the amount will be debited at the earliest in 8 days.

IV. Prices and payment:

1. The discounts in the price list are granted only for the advertisements of a customer appearing in a publication within a billing year (1 January to 31 December), but at least for the duration of four months from the date the contract is concluded. Retroactive discounts for advertisements / advertising banners that have already been published are not granted on extended orders.
2. No early payment discount is offered.
3. In case of late payment by the customer or circumstances that become known to us after the contract is concluded and cast doubt on the customer's creditworthiness (e.g. an application for the commencement of insolvency proceedings on the customer's assets, the commencement of out-of-court debt consolidation proceedings, the suspension of payments and/or other circumstances that materially impair the customer's creditworthiness) and that put our claim for compensation at risk, we have the right to demand settlement of all claims with immediate effect and to carry out pending advertising orders only in exchange for advance payment or security.

V. Liability:

1. Except in case of death, physical injury or the impairment of health and the violation of essential contractual obligations that are required for the performance of the contract, the fulfillment of which the customer is entitled to rely on (cardinal obligations), our liability is limited to damages due to intent or gross negligence. This limitation of liability also applies to our employees and other agents.
2. Obvious defects (e.g. colour deviations) must be reported within 4 weeks after the specimen copy is received by the customer and are otherwise deemed to be approved.
3. The customer hereby confirms that it is the holder of all required rights regarding the content of the advertising orders that are placed and/or that the required rights have previously been granted by the holders of said rights. The customer indemnifies us from third-party claims asserted in the context of contractual performance for the advertising orders with respect to the material provided by the customer. Costs to be reimbursed also include reasonable legal costs incurred by us to defend

- against third-party claims. However, we shall inform the customer promptly of actions to be taken for the purpose of legal defence. In case of such disputes with third parties, we may agree on settlements only after consulting with the customer. Otherwise we bear all costs of the dispute ourselves. In case of avallment by third parties, the customer is obligated to promptly provide us with all information, truthful and complete, required for a review of the claims and for defence.
4. We are not liable for errors made by agents or third parties that were engaged by us. This applies in particular in case of power failures or the failure of telecommunication and/or data processing equipment where we have no influence on its functionality. Insofar we do not guarantee one hundred percent availability of or access to the advertising banners.
 5. We guarantee the best possible reproduction of advertising banners according to the commonly accepted technical standards.

VI. Data privacy:

1. The parties to the contract agree to treat as confidential all information and data they receive from the contractual partner in the context of performance under this contract and, insofar as said data are not the object and content of the advertisement or advertising banner, not to make them available to third parties. This obligation extends beyond the termination of the contract.
2. All personal information is always treated as confidential and your interests requiring protection are strictly observed according to the applicable legal regulations. The data required for transaction processing are stored and may be transferred to companies affiliated with us or to our service providers in the course of order processing.
3. Personal information and other data are stored and processed by us according to the requirements of the German Federal Data Protection Act (BDSG). Insofar as we also provide media services within the scope of the contractual relationship with you, the provisions of the German Telemedia Act (TMG) also apply.

VII. Setoff/assignment:

1. Setoff against our claims is excluded unless the counter-claim is undisputed, legally established or recognised by us.
2. We have the right to assign the claims we are entitled to against the customer as a result of the business relationship to third parties, insofar as the assignment is not excluded by law.
3. The customer requires our consent to assign claims against us to third parties.

VIII. Final provisions:

1. The laws of the Federal Republic of Germany apply.
2. If the customer is a businessperson, legal person under public law or special fund under public law, our registered office is the exclusive jurisdiction for all disputes arising directly or indirectly from the contractual relationship. This also applies if the customer has no general jurisdiction in the Federal Republic of Germany, a customer relocates its place of residence or normal abode abroad after the contract is concluded, or the normal abode of the customer is not known at the time the complaint is filed.
3. Should a provision of these general business terms and conditions be or become ineffective, the validity of the remaining contract shall not be affected.

As of: 10/2017

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