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ORTHOPÄDIE TECHNIK

Media Data 2017

Sharing experience.

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Official journal:

CONTACT

Editor:

Bundesinnungsverband für Orthopädie-Technik

Publisher:

Verlag Orthopädie-Technik

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Phone: +49 231 557050-56

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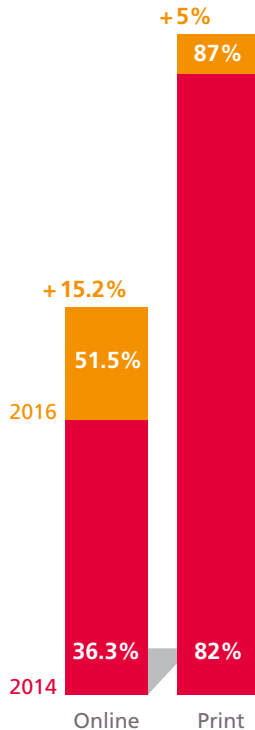
Terms of payment:

8 days net. VAT added to all prices.

Dortmunder Volksbank
IBAN DE86 4416 0014 2501 7263 00
BIC GENODEM1DOR

OVERVIEW

Coverage of
O&P professionals



Since 1949, the Bundesinnungsverband für Orthopädie-Technik (German Association of Orthopaedic Technology) has published the sector's leading technical journal in its OT publishing house: according to a representative survey of visitors to the OTWorld 2016.* ORTHOPÄDIE TECHNIK is read regularly by 87% of the orthopaedic technicians surveyed from Germany, Austria and Switzerland who get their information from a technical journal. This means that OT gained another 5% of readers compared with 2014.

In addition to all relevant information on medical basics, current fitting methods and product innovations for prosthetics, orthotics, rehabilitation technology, compression therapy, home care and AAL, ORTHOPÄDIE TECHNIK features health and occupational policy issues from a first-hand perspective. Market analyses, current industry news and a job and classified ad section (see pp. 11 – 13) round off the concept.

The articles on important topics of technical orthopaedics (see pp. 6 – 7) are especially well received. Month after month, renowned experts from science and research, hospitals, industry and workshops present their current, in-depth practical expertise and experience. A prestigious interdisciplinary scientific advisory board (p. 4) evaluates the articles in a review process and certifies their high quality.

This makes OT the only professional German-language journal for orthopaedic technology with a review process.

By the way, articles from all OTs from recent years can be searched for specifically at verlag-ot.de/fachartikelsuche and the corresponding abstracts can be accessed. In addition, it is also possible to order an article as a special print – and even have it translated (see p. 5).

The verlag-ot.de website supplements the print offer and is rated highly for Newsblock and technical columns covering the entire range of orthopaedic technology (see pp. 15 – 16). The website is also increasingly popular: After 36.3% in 2014, the visitor survey showed that now 51.5% of the orthopaedic technicians questioned who use internet portals for technical information visit the publishing house's homepage, putting it far ahead of all other portals in the sector.*

*IMK Institut für angewandte Marketing- und Kommunikationsforschung GmbH
(institute for applied market and communication research)

TARGET GROUPS

Medical supply company owners and employees • O&P professionals
Rehab technicians • Home care • Orthopaedic shoemakers
Engineers in the fields of biomechanics, orthobionics, medical technology and rehabilitation
Orthopaedic industry • Medical device consultants
Research and development in technical orthopaedics
University hospitals, head physicians, medical doctors, self-employed orthopaedists
Medical universities and medical schools
Medical libraries • Insurers

Publication Frequency: monthly, at the beginning of the month

SCIENTIFIC ADVISORY BOARD

In order to ensure the scientific and professional quality of the magazine, the articles in ORTHOPÄDIE TECHNIK are subject to a review process by the members of the Scientific Advisory Board.

■ **Dipl.-Ing. Merkur Alimusaj**

Technical Orthopaedics, Department of Orthopaedics and Traumatology, Heidelberg

■ **Silke Auler**

Federal Technical School for Orthopaedics Technology, Dortmund

■ **Prof. em. Dr.-Ing. Ulrich Boenick**

Department of Biomedical Technology, Berlin Technical University

■ **Dr. med. Hartmut Bork**

Rehabilitation Centre at St. Josef Stift, Sendenhorst

■ **Prof. Dr. med. Frank Braatz**

Department of Medical Orthobionics, Private University of Applied Sciences, Göttingen

■ **Dr. med. Tymoteusz Budny**

Department of General Orthopaedics and Tumour Orthopaedics, UKM, Münster

■ **PD Dr. med. habil. Lutz Brückner**

Senior Consultant, Moritz-Klinik, Bad Klosterlausnitz

■ **PD Dr. med. Martin Engelhardt**

Klinikum Osnabrück

■ **Dr. med. Jürgen Goetz**

Orthopaedic University Hospital, Regensburg

■ **Prof. Dr. med. Dipl. Oec. Bernhard Greitemann**

Klinik Münsterland, Bad Rothenfelde

■ **Dr. phil. Ann-Kathrin Hömme**

Institute of Measuring Technology and Biomechanics,
Federal Technical School for Orthopaedics Technology, Dortmund

■ **Lars Jäger**

Orthovital GmbH, Markkleeberg

■ **Detlef Kokegei**

Federal Technical School for Orthopaedics Technology, Dortmund

■ **Dr. med. Armin Koller**

Mathias-Spital, Rheine

■ **Prof. Dr.-Ing. Marc Kraft**

Department of Medical Technology, Berlin Technical University

■ **Dr. med. Franz Landauer**

University Hospital for Orthopaedics, Paracelsus, Salzburg

■ **Ludger Lastring**

Federal Technical School for Orthopaedics Technology, Dortmund

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Klinikum Staffelnstein, Bad Staffelnstein

■ **Dr.-Ing. Rüdiger Rupp**

University Hospital, Heidelberg

■ **Michael Schäfer**

Pohlig GmbH, Traunstein

■ **Dr. med. Urs Schneider**

Fraunhofer-Institute for Production Technology and Automation, Stuttgart

■ **Dr. med. Johannes Schröter**

Klaus Mielke Klinik, Wiesbaden

■ **Frank Schulz**

UKM ProTec Orthopädische Werkstätten GmbH, Münster

■ **Bernd Sibbel**

Federal Technical School for Orthopaedics Technology, Dortmund

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Orthopädische Gemeinschaftspraxis Northeim, Bovenden

■ **Norbert Stockmann**

Federal Technical School for Orthopaedics Technology, Dortmund

■ **Jürgen Stumpf**

Fuss und Schuh Breidbach Orthopädie GmbH & Co.KG, Fulda

■ **Bernd Urban**

Urban & Kemmler, Weiden

■ **Dr. Sebastian Wolf**

University Hospital, Heidelberg

With its articles from all areas of technical orthopaedics, 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.

All research papers are assessed in a review process by a highly qualified scientific advisory board.

The published articles can be ordered as special prints. You can give customised information to insurers and service providers, patients and colleagues to inform them about products and fitting concepts.

By the way, we would be happy to have articles translated for you.

Order form with all information on numbers of prints and prices: verlag-ot.de/sonderdrucke.

Your contact person: **Lisa Rubbert**
rubberr@biv-ot.org, Phone: +49 (0) 231 557050-56

Fast track to a technical article online!

verlag-ot.de/fachartikelsuche



Edition	Topics As every year, we offer two thematic focal points:	Advertising deadline	Artwork deadline	Publication date
January	Foot and shoe • Trunk orthotics / scoliosis	05/12/2016	12/12/2016	02/01/2017
February	Upper limb orthotics • Paediatric rehabilitation	11/01/2017	18/01/2017	03/02/2017
March	Lower limb prosthetics • Fabrication / materials	08/02/2017	15/02/2017	03/03/2017
April	Osteoarthritis • Biomechanics	13/03/2017	20/03/2017	04/04/2017
May	Upper limb prosthetics • Sitting/positioning	11/04/2017	18/04/2017	04/05/2017
June	Prosthesis components • Compression therapy	15/05/2017	22/05/2017	07/06/2017
July	Exoskeletons/robotics • Neuro-orthopaedics	12/06/2017	19/06/2017	04/07/2017
August	Lower limb orthotics • Home care	11/07/2017	18/07/2017	03/08/2017
September	Diabetic foot • The geriatric patient	14/08/2017	21/08/2017	05/09/2017
October	Rehab technology • Sports orthopaedics	11/09/2017	18/09/2017	04/10/2017
November	Socket and liner technology • Breast cancer / lymphoedema	10/10/2017	17/10/2017	06/11/2017
December	Measuring technology • Compression therapy	13/11/2017	20/11/2017	05/12/2017

This overview of the planned topics and deadlines for 2017 is intended to help you with planning. However, the editorial department reserves the right to make changes.

Rehakind Kongress, Weimar
Feb. 9–11, 2017

ISPO Germany
Annual Meeting, Wiesbaden
Feb. 17–18, 2017

Therapie Leipzig
Mar. 16–18, 2017

Annual meeting of the
Association of Paediatric
Orthopaedics, St. Gallen,
Switzerland
Apr. 7–8, 2017

Expolife Kassel
Apr. 27–29, 2017

VSOU, Baden-Baden
Apr. 27–29, 2017

ISPO World Congress,
Cape Town, South Africa
May 8–11, 2017

BUFA Symposium
Technical Orthopaedics,
Dortmund
May 19–20, 2017

EFORT Congress, Vienna,
Austria
May 31–June 2, 2017

GOTS- Annual Congress,
Berlin
Jun. 22–24, 2017

FOT Annual Conference,
Osnabrück
Sept. 22–24, 2017

Rehacare, Düsseldorf
Oct. 4–7, 2017

DKOU, Berlin
Oct. 24–27, 2017

APO Annual Conference,
Fribourg, Switzerland
Oct. 26–27, 2017

ADVERTISEMENT PRICES

Use the industry's leading trade journal as a platform and introduce the readers to your innovations in the fields of prosthetics, orthotics, rehabilitation technology, AAL, compression therapy and home care.

Beside ads, bound inserts and loose inserts, we are happy to receive your ideas for special advertisement materials – feel free to contact us!

Prices and formats for the job and classified ad section: please see page 11 ff.

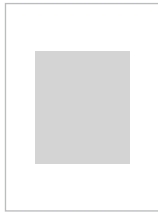
Exclusive media partner of OTWorld
– global number 1 platform!

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

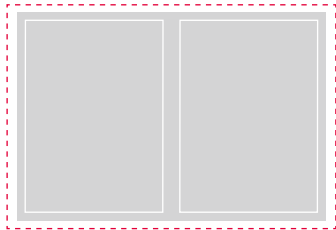
Formats	Prices (4 colour)
Cover	EUR 4.110,-
Cover pages	EUR 3.570,-
2/1 pages	EUR 4.760,-
1/1 page	EUR 3.280,-
2/3 portrait	EUR 2.540,-
1/2 portrait landscape	EUR 2.420,-
1/3 portrait landscape	EUR 1.950,-
1/4 portrait landscape corner	EUR 1.590,-

VAT added to all prices. Advertising discounts and surcharges: see p. 10.

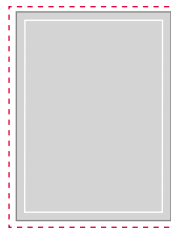
ADVERTISEMENT FORMATS



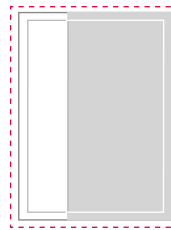
Cover
130 x 155 mm



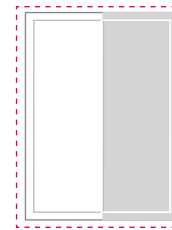
2/1 pages crossover
B = 420 x 297 mm



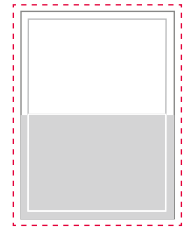
1/1 page
P = 185 x 265 mm
B = 210 x 297 mm



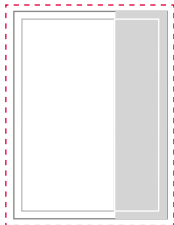
2/3 page portrait
P = 120 x 265 mm
B = 133 x 297 mm



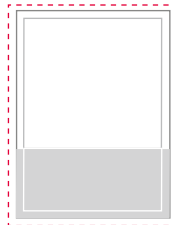
1/2 page portrait
P = 90 x 265 mm
B = 103 x 297 mm



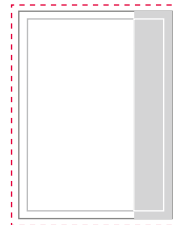
1/2 page landscape
P = 185 x 130 mm
B = 210 x 148 mm



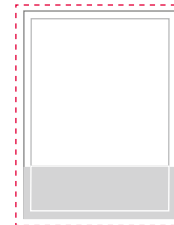
1/3 page portrait
P = 59 x 265 mm
B = 70 x 297 mm



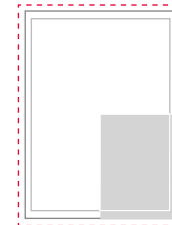
1/3 page landscape
P = 185 x 90 mm
B = 210 x 105 mm



1/4 page portrait
P = 43 x 265 mm
B = 55 x 297 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*

Formats: width x height

P = Print space format

B = Bleed format*

*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.

Special formats by request.

DISCOUNTS AND SURCHARGES

Frequency scale

From 4 ads	3%
From 12 ads	10%

Quantity scale

4/1 pages	3%
12/1 pages	10%

Discounts apply to purchases within one advertising year. The cover, cover page 4 and double-page advertisements are not eligible for discounts. Agency discount available on request.

Special positioning upon request and for a 10% surcharge on the regular price.

FREQUENCY SCALE

= Discount for placing an advertising motif several times in one edition of OT (regardless of size).

QUANTITY SCALE

= Discount on all 1/1 ads placed in OT within one year.

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

SPECIAL ADVERTISING FORMATS

Bound inserts

4 pages EUR 5.880,-

Paper weight: up to 150 g/m², other technical data: see p. 14
Positioning subject to technical feasibility.

Inserts

Up to 25 g: EUR 2.987,-

Up to 50 g: EUR 3.187,-

Largest format: width 207 x height 294 mm

Advertising stickers

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 160,-/thousand

For all items with a height of more than 2 mm up to a maximum of 30 mm, a surcharge applies according to the current rates of Deutsche Post AG. 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 quantity = 3500

Special advertising formats by request.

JOB AND CLASSIFIED ADS

Are you looking for a new employee?
Or your dream job?
Or would you like to sell your company?

Place an advertisement in OT: Because here you will find your precise target group! OT is the most important job platform for skilled personnel in conservative technical orthopaedics and is read by the industry's (personnel) decision makers.

Your benefit: Every job or classified ad placed in OT is available for an additional six weeks after publication on our modern, well-structured 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: Lisa Rubbert

rubberrt@biv-ot.org, Phone: +49 (0) 231 557050-56

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,-

TECHNICAL INFORMATION

Printing method:

Offset

Paper:

Cover:

200 g matte-coated picture print

Contents:

100 g matte-coated picture print

Data format:

Preferably PDF/X-3 file.

Resolution: 300 dpi

Colours:

4c advertisements are printed in Euroscale colour (cmyk).

Colour profile: ISO coated v2 (ECI)

Data transmission:

E-mail

SUBSCRIPTION

Annual subscription domestic EUR 124,-

Cover price domestic EUR 15,-

Annual subscription abroad EUR 160,-

(Payment to our account, free of costs)

**Apprentices, trainees
and master craftsman candidates** 30% discount

(valid only with ID)

Subscription quantity scale

3 subscriptions or more **5%**,

5 subscriptions or more **10%**,

10 subscriptions or more **15%**

Cancellation period

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

Annual fee payable in advance. Please wait for invoice.

Dortmunder Volksbank

IBAN DE86 4416 0014 2501 7263 00

BIC GENODEM1DOR

Your contact person: Kornelia Brandt

brandt@biv-ot.org, Phone: +49 231 557050-51

ONLINE BANNER

Some 52% of the orthopaedic technicians surveyed at OTWorld 2016 visit our website at verlag-ot.de regularly.* Its popularity has thus increased by around 15% since the visitor survey in 2014 and verlag-ot.de remains the most often visited technical portal in the sector.

Current news, search function for articles, "Best of OT", the forum and the job and classified ad section are popular features that attract attention and visits.

Benefit from the opportunity to present your company as well as your products and services to a specific target group using an advertising banner.

Positioning

You can place your banners on the following pages:

- Home page of verlag-ot.de
- 4 sections of verlag-ot.de:
 - Verlag OT
 - Trade journal
 - Forum
 - Advertising market

Note: If an advertising spot on the home page or in a section is 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 (i.e. up to 3 content ads, but only one skyscraper or one wallpaper).

*IMK Institut für angewandte Marketing- und Kommunikationsforschung GmbH
(institute for applied market and communication research)



Most popular trade portal
in the industry!

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 and cancellation periods

The minimum booking period for all formats except for wallpaper is one quarter (three months). A wallpaper can be booked for 14 days either at the beginning or the middle of the month. The period of notice for cancelling banners is 4 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.

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.

ONLINE BANNER

Prices for Skyscraper

Home page: **EUR 315,-** per month

Section: **EUR 150,-** per month

Prices for Superbanner

Home page: **EUR 315,-** per month

Section: **EUR 150,-** per month

Prices for Wallpaper

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 added to all prices.

Your contact person: **Sylvia Kortevoß**

kortevoss@biv-ot.org, Phone: +49 (0) 231 557050-54

Superbanner 728 x 90 px

Skyscraper 160 to max. 200 x 600 px

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

Content Ad Square 240 x 240

Die ORTHOPÄDIE TECHNIK ist seit 1949 die führende Fachzeitschrift der Branche. Ausgewiesene Experten aus Orthopädie-Technik, Medizin, Industrie, Wissenschaft, aus dem Handwerk und dem Fachhandel vermitteln darin ihr Wissen und ihre Erfahrung verständlich, übersichtlich und fundiert.

In der ORTHOPÄDIE TECHNIK findet die Branche alle relevanten Informationen zu medizinischen Themen, aktuellen Versorgungsformen und Neuheiten aus Prothetik, Orthetik und Rehabilitationstechnik. Marktanalysen und aktuelle Branchennachrichten runden das Konzept ab. Das breite Angebot des Fachhandels von Kompression bis Wundversorgung wird ausführlich in Themenschwerpunkten beschrieben.

Die Qualität der Fachartikel der ORTHOPÄDIE TECHNIK verfügt ein hochrangig besetzter wissenschaftlicher Beirat, bestehend aus renommierten Medizinern, Wissenschaftlern, Ingenieuren und Orthopädie-Technikern. Diese Experten begutachten im Reviewverfahren unsere Fachartikel und sichern deren fachlich hohe Qualität.

TECHNICAL BOOKS

Verlag OT collaborates closely with the advisory board for technical orthopaedics established in 2012. This independent interdisciplinary committee develops current fitting guidelines for the various areas of technical orthopaedics. These new standard reference works are published by Verlag OT. Furthermore, books for self study, seminars or formal studies are compiled in cooperation with the Federal Technical School for Orthopaedics Technology.

All information at:

verlag-ot.de



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' placement requests (regarding specific placement in a printed edition) constitute merely non-binding information that is not an integral part of the contract. While we attempt to meet the customer's placement requests as far as possible, this cannot be guaranteed. If an advertisement order does not include information on the desired placement, we will place it at our discretion.
6. Artwork and files for banner advertising have to meet the requirements specified in the "Technical Data" so that the advertisement/banner is displayed properly. Unsuitable or corrupt artwork/files are 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 needs to be notified of address changes.

5. Delivery of the OT trade journal is free to the door for domestic customers. 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 (January 1 to December 31), 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 availment 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: 09/2014

Price list no. 56
Valid effective with the January 2017 edition

"The IVW has been neutrally and objectively determining and evaluating the coverage of advertising media since 1949. With the results of its work, it supplies reliable data for consumers, professional advertisers and competition in performance between the media. Media providers, advertisers and advertising agencies therefore have created an effective controlling system under their joint supervision."

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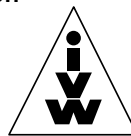
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