



 **itsecurity**

MEDIAKIT 2018

PRINT | ONLINE | MOBILE



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Informationstechnik GmbH**

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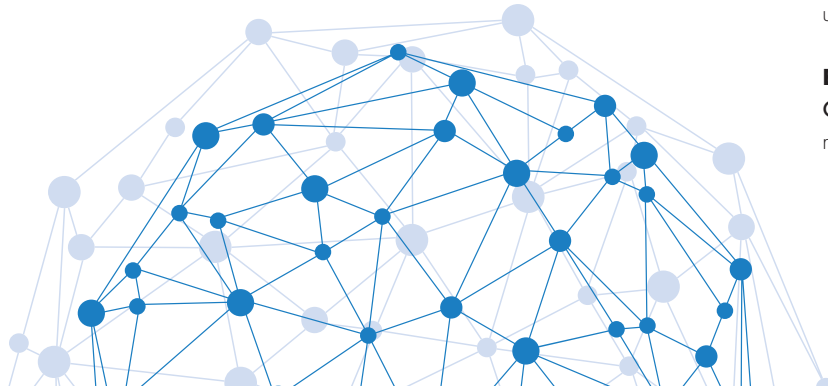
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MAGAZINE CHARACTERISTICS

Mission Statement

The industry is networking itself more and more intensively and complexly. Correspondingly, safety concerns and security vulnerability are growing. Intelligent solutions and fast support are required. With 25 years of IT experience, **itsecurity** provides practical, cost-effective and sustainable solutions to current security issues.

itsecurity is media partner of the Bavarian Security Cluster and many other associations and has established several it security events in Germany.

Target Group

itsecurity addresses:

- CSOs
- Head of IT Security
- Safety Officer
- Data Protection Officer
- IT Manager
- Head of Network and Communication
- Head of Application Developer
- Head of E-Business
- Head of Data Protection
- Administrators
- Head of Audit
- Consultants and Project Managers for security projects



IT SECURITY AWARD

Since 2007, the magazine **itsecurity** has been presenting the **itsecurity** Awards at the it-sa in Nuremberg every year. Users, producers and institutions can submit their projects on the website it-security-award.com, which will then be evaluated, awarded and presented by a top-class jury in various competition categories.

At present there are four categories:

- Management Security
- Web/Internet Security
- Identity & Access Management
- Cloud Security

Regarding the it security awards 2018, the Homepage will be online in April 2018, deadline for applications will be August 30th 2018.



PRINTED CIRCULATION

Frequency

Appears as supplement in every second issue of magazine (5 times a year) and also als Tablet PC version for iPad and Android available. Our Media Consultants will inform you about the ongoing circulation, changes concerning topics or rotation.

Intended Printed Circulation

10.000 copies (checked by IWW)



The distribution happens via controlled rotating circulation, subscription and single copy sales.

Facts & Figures

- 63.000 Readers | range (LAC 2011)
- 46.000 enabled IT-investment-decider
- 50.000 Pl's on it-daily.net | google analytics
- 7.000 newsletter recipients, twice a month [itsecurity](http://itsecurity.net)

Geographic Distribution

Germany, Switzerland, Austria



Issue	Feature	Editorial Deadline	Advertising Deadline	Material Due	Publication	Fairs/Events
2018-03	DSGVO (Basic Data Protection Ord.) Industrial IT Security Cyber Insurances Identity- & Access Management	2018-01-31	2018-02-14	2018-02-19	2018-02-28	Internet World 6 th to 7 th March
2018-05/06	AI Security Cloud- & Mobile Security Cyber Security IoT	2018-04-03	2018-04-16	2018-04-23	2018-04-30	CeBIT 11 th to 15 th June
2018-07/08	Mobile Device Security Ransomware Encryption Technology Penetration Testing	2018-06-01	2018-06-14	2018-06-18	2018-06-29	dmexco 12 th to 13 th September
2018-10	Special: it-sa 2018 Industry 4.0 Data Center Threat Intelligence	2018-09-03	2018-09-17	2018-09-21	2018-09-28	it-sa 9 th to 11 th October
2018-12	Cyber Insurances Security Management DDos-Attacks Virus Defence/ Malware Defence	2018-10-30	2018-11-15	2018-11-20	2018-11-30	

Regular Topics: IT/Cyber Security Insurance, SIEM, Vulnerability Management, Risk- & Compliance Management, eGovernment, Network Security, Data Protection, Authority Security, Identity- & Access Management.

ADVERTISEMENT FORMATS

Format	Printing Space (width x length in mm)	Bleed* (width x length in mm)	4c Euro
1/1 page	180 x 267	210 x 297	3.800,-
2/1 page	390 x 267	420 x 297	6.900,-
Juniorpage	118,5 x 205	133,5 x 220	3.500,-
1/3 page vertical	57 x 267	70 x 297	1.770,-
1/3 page horizontal	180 x 84	210 x 99	1.770,-
2/3 page vertical	118,5 x 267	140 x 297	2.400,-
2/3 page horizontal	180 x 183	210 x 198	2.400,-
1/2 page vertical	90 x 267	105 x 297	2.200,-
1/2 page horizontal	180 x 130	210 x 148	2.200,-
1/4 page vertical	90 x 133	105 x 148	1.325,-
1/4 page horizontal	180 x 58	210 x 74	1.325,-

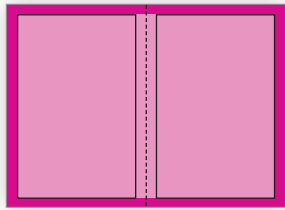
*Bleed for ads with bleed: 3mm on each side.

DISCOUNTS

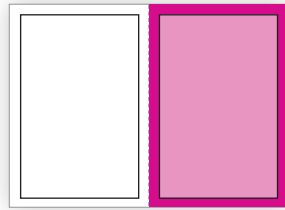
Frequency Discount	
3+ adverts	5 %
6+ adverts	10 %
9+ adverts	15 %
12+ adverts	20 %

Volume Discount	
2+ pages	10 %
4+ pages	15 %
6+ pages	20 %
9+ pages	25 %
12+ pages	27,5 %
15+ pages	30 %

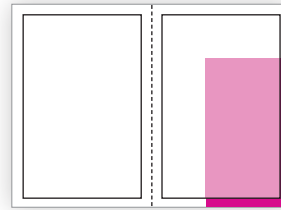
Other formats on request. All prices in EUR and exclusive tax. Discounts for booking within 12 months. We offer a 15 % discount on the regular prices when booking a black and white advertisement.



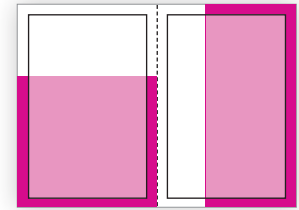
2/1 page horizontal spread



1/1 page

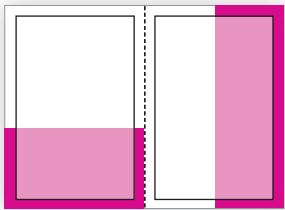


Junior page



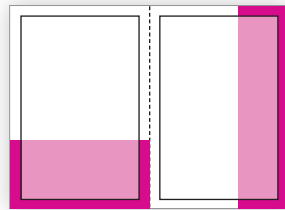
2/3 page horizontal

2/3 page vertical



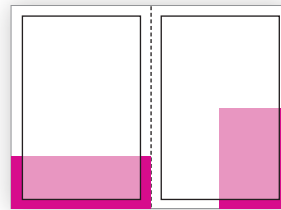
1/2 page horizontal

1/2 page vertical



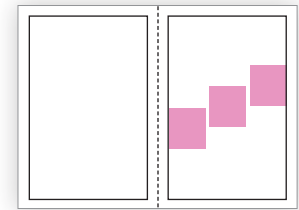
1/3 page horizontal

1/3 page vertical



1/4 page horizontal

1/4 page vertical



Stairs

● Bleed ● Printing Space

COVER ASSIGNMENT PRINT

Cover Assignment

- Cover design in consultation with our editorial team
- 4 pages Coverstory/Interview
- 100 sample copies
- Online article with photo on it-daily.net
- PDF for your press review

Costs on request.

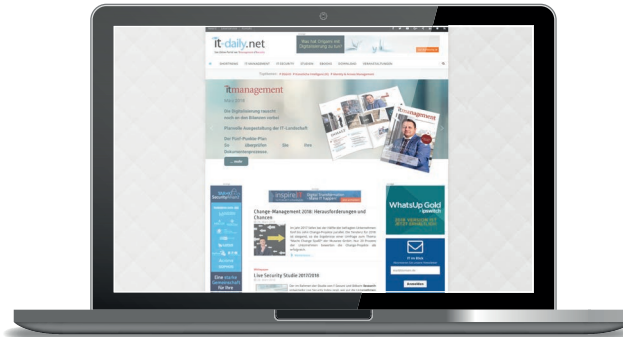


CROSSMEDIA COVER PACKAGES PRINT & ONLINE

Cover Assignment

- Cover itsecurity
- Cover it-daily.net „Featured Highlight“

Costs on request.



SPECIAL ADVERTISING FORMATS PRICES 2018

Advertorial

You have more to say or a product that needs more explanation? With an advertorial we provide an opportunity to represent extensive information about products and services and the cost and the added value in the most attention-getting manner. By direct integration into the magazine structure your offer will be directly interrelated to the credibility and relevance of **itsecurity**. The advertorial will be fully integrated and marked as advertisement.

Format Advertorial	Price
1/2 page: approx. 1.700 characters, including spaces	1.300,- €
1/1 page: approx. 3.500 characters, including spaces + image	2.500,- €
2/1 page: approx. 7.000 characters, including spaces + image	4.900,- €

Data supply

Continuous text as Microsoft word file and an image (jpg, png, tif or eps). We design the advertorial and you receive a proof for clearance.



Enclosed Inserts

Costs for booking of full circulation per thousand upto 25g weight 275,- € (incl. Postage), up to 50g weight 325,- €. Per every further quantity of 10g 20,- € every Thousand. Enclosed inserts must suite for mechanical processing. Partial distribution is available with a surcharge of 10%. There is no discount possible, but we offer agency commission.

Teaser

- Teaser on the cover page with logo and reference to the interview/article in the magazine
- Two pages interview/article

Costs on request.

Bound Inserts

4 pages per thousand 685,- €,
8 pages per thousand 945,- €.
Other sizes on request. There is no discount possible, but we offer agency commission. Bound Inserts will be delivered by the client. The delivery must be effected welted, with bleed at the sides and with a general bleed difference of 3mm. The inserts must not be tacked.

Special Advertisements

Booklets, specials, supplements, bookmark, banderole, CD on request.



Postcards

Postcards can only be booked in combination with a full page advertisement. The costs per thousand are 145,- € incl. Postage. There is no discount for bookings of enclosed inserts, bound inserts or postcards. The costs are exclusive sales tax. When placing the order we kindly ask for five examples in advance. Mailing address on request.

Employment Ads

Prices according to the price list. Other formats on request.

TECHNICAL DATA

Printing Process

Cover: sheet offset

Inner part: sheet offset with saddle stitching.

Colours

Special agreement is required for special colour shades which cannot be attained by combining printing of colour from the scale. The publisher reserves the right, on technical grounds, to compile decorative colours from the four-colour-scale. Data and proof required.

Bleed difference

3mm on each side. For advertisements with 2 x 1/3 page horizontal spread two separate templates are needed.

Digital data

Following data formats are accepted: PDF (print-optimized), eps-, ps-, psd- und tiff-files

Colour profile: ISOcoated_V2_300_eci

Please send digital data to

E-Mail: it-management@it-verlag.de

Address of Printing House for supplements

Gebr. Geiselberger GmbH

Martin-Moser-Straße 23

84503 Altötting

Please always specify a subject line.

Example: Supplement for IT Management Issue 3-2018



it-daily.net ONLINE-PORTAL

Additionally please use our various formats on **it-daily.net** the online portal of **itmanagement** and **itsecurity**.

We offer you tailored, target-oriented media-solutions with high range, proven quality (IVW) for your branding and lead generation. Benefit from our comprehensive portfolio of cross-media communication.

- Whitepaper
- eBooks with several topics
- Customized eBook
- Live Webinar
- Online advertorial
- Webinar on Demand



ONLINE ADVERTISING FORMATS DESKTOP

Leaderboard/Super-Banner

With its prominent placement at the top edge, the Leaderboard – as a classic among banners – also attracts the highest attention on mobile end devices.

Size: 728 x 90 Pixel

Content Ad

Content Ad is an attention-getting advertisement format, which is placed directly within the editorial environment and therefore in immediate reading fluency.

Size: 300 x 250 Pixel

Skyscraper (rotating)

The Skyscraper attracts attention because of its prominent placement between the editorial input and the left side of the webpage.

Size: 160 x 600 Pixel

Fullsize Banner (rotating)

With its aboveaverage size, the Fullsize Banner offers optimal presence „between the lines“.

Size: 468 x 60 Pixel

Medium Rectangle

The Medium Rectangle is placed at the upper range of the right side and therefore fits perfectly for image- and clearance-campaigns.

Size: 300 x 250 Pixel

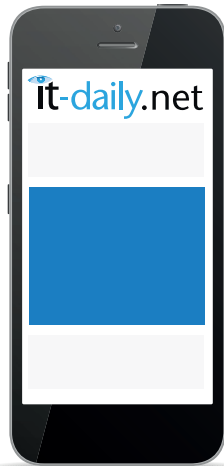


Data Delivery

All formats max. 50 KB.

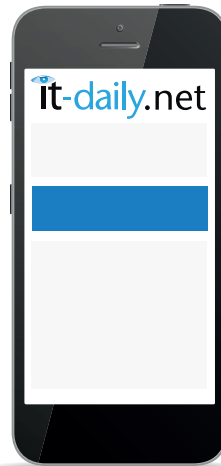
ONLINE ADVERTISING FORMATS MOBILE

Medium Rectangle



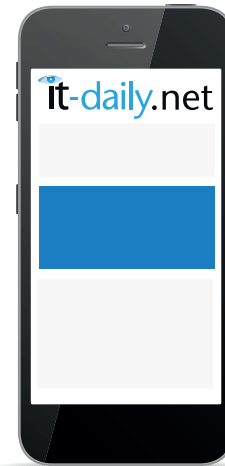
Size: 300 x 250 Pixel

Mobile Banner



Size: 300 x 50 Pixel

Mobile Wideboard



Size: 300 x 150 Pixel



Data Delivery

All formats max. 20 to 25 KB.

ONLINE ADVERTISEMENTS | PRICES



Website	Formats in pixels	Price per week
Fullsize Banner (rotating)	468 x 60	250,- €
Leaderboard	728 x 90	300,- €
Medium Rectangle	300 x 250	300,- €
Content Ad	300 x 250	300,- €
Skyscraper (rotating)	160 x 600	290,- €

Mobile Devices	Formats in pixels	Price per week
Mobile Medium Rectangle	300 x 250	100,- €
Mobile Banner	300 x 50	70,- €
Mobile Wideboard	300 x 150	120,- €

All prices in EUR and without taxes. We offer a 15 % agency commission.

NEWSLETTER

Newsletter-Sponsoring

IT-Verlag offers Text-Ad and Advertisement-placements in alternating E-Mail-Newsletters:

itmanagement circulation approx. 11.000 every two weeks

itsecurity circulation approx. 7.000 every two weeks

Position	Price* itmanagement	Price* itsecurity
Position 1 (top)	850,- €	490,- €
Position 2 (middle)	720,- €	430,- €
Position 3 (bottom)	570,- €	380,- €

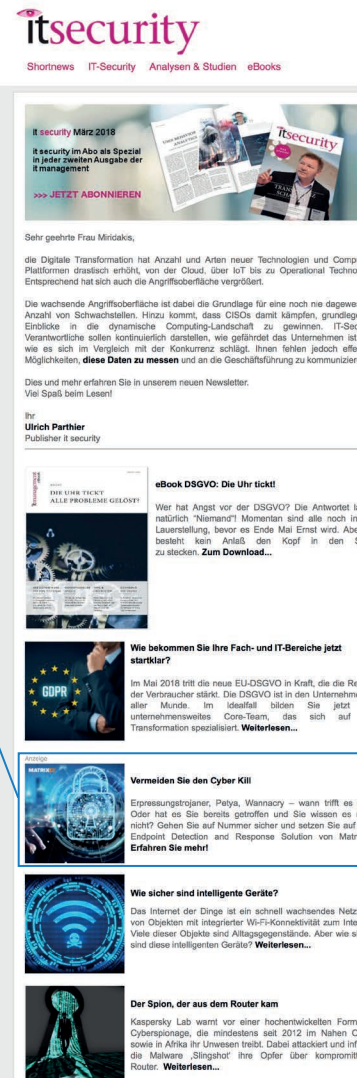
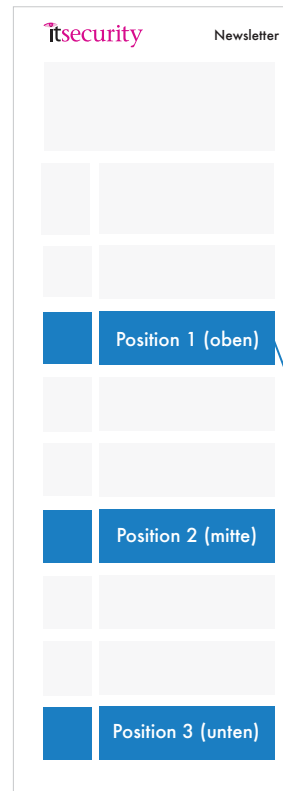
Data Delivery

Text file: max. 300 characters, incl. spaces

Image: 160 x 160 Pixels, jpg or gif

*Price per mailing.

All prices in EUR and without taxes. We offer a 15 % agency commission.



CUSTOMIZED | STAND ALONE MAILING

Would you like to promote an event, product or service exclusively?

For this purpose we offer you our Customized | Stand Alone Mailing. Your message, embedded in our template **itmanagement** oder **itsecurity**, will be sent to the corresponding newsletter subscribers.

Data Delivery

Textfile approx. 1.500 characters, Charts/Images: jpg or gif 600 pixel, max 50 KB, Company Logo, Links, which are supposed to be published, Possibly HTML as template

Price

itmanagement

approx. 11.000 recipients

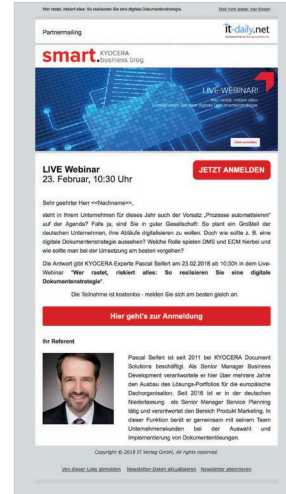
Price 4.200,- €

itsecurity

approx. 7.000 recipients

Price 2.200,- €

All prices in EUR and without taxes. We offer a 15 % agency commission.



CONTENT MARKETING SOLUTIONS

Online Coverstory / Featured Highlight

- Interview
- Two further articles, linked to the interview and linked together
- Badge around the sponsored contributions
- Two weeks in the content slider
- Pin in the corresponding category
- Distribution via social media (Twitter, Xing, LinkedIn)
- Press release about the Featured Highlight, distribution via pressebox

Price 4.200,- €

Cover Assignment

- Cover **itmanagement**
- Cover **it-daily.net** „Featured Highlight“

Costs on request.

Data Delivery

Photo Interviewpartner as jpg, Interview | Article 5.000 to 8.000 characters, Photo of the author, 3 Do-Follow-Links



EBOOK WITH SEVERAL TOPICS

In the context of a topic, you as a sponsor, place a technically sound article. **it-verlag** designs the layout. After this the eBook will be published on **it-daily.net**. The eBook can be downloaded for free, but all interested parties need to allocate their complete contact data plus letter of agreement for contacting. The Sponsor receives those leads.

Every eBook will be advertised as follows

- Separate Newsletter to our address pool
- Homepage **it-daily.net** / Banner
- Text-Ad in our monthly Newsletter
- Social Media Post via Twitter/Facebook/Xing
- Printed publication **itmanagement** 63.000 reader (43.000 active decision makers)
- Topic-oriented and target group-specific Blogs and panels on the internet

editorial calendar 2018

- DSGVO
- SAP Innovations
- EFSS (Enterprise File Sync & Share)
- IT Security
- Digital Transformation
- IAM

Data Delivery

Text: 8.000 to 10.000 characters as word file, Charts/images: 2 to 3, Photo of the author: jpg or gif, Further links to white papers, webcasts, videos or case studies

After the article has been designed, you get a preliminary version to be reviewed. You get the whole eBook with the link and password.



Subject to change without notice.

All prices in EUR and without taxes. We offer a 15 % agency commission.

CUSTOMIZED EBOOK

With the Customized eBook we offer your company a special service. We develop a business relevant Online Medium, which can be individually designed to your needs.

Highlights of the Customized eBook

- Enlargement of your image through pinpointed distribution and advertisement
- Lead Generation through our contact database
- Lead Generation with your webpage
- Lead Generation through the placement in topic-oriented and target group-specific Blogs and panels on the internet
- Partner-focused eBooks with content value and participation of your customers and partners
- Active support for your sales and distributions

Price depending on the size

Inclusive layout and the design of the corporate publishing **itmanagement** and solicitation.

- Separate Newsletter to our address pool – 11.000 recipients
- Website **it-daily.net** / Banner
- Text-Ad in our monthly Newsletter
- Social Media Post via Twitter/Facebook/Xing
- Printed publication **itmanagement** 63.000 reader (43.000 active decision makers)
- Topic-oriented and target group-specific Blogs and panels on the internet

Data Delivery

Text: word file, Charts/images/pictures of the author: jpg, tif, eps

Calculation example

16 pages and 80 leads 12.500,- €

32 pages and 160 leads 25.000,- €



16 pages
incl. 80 leads
12.500,- €*
!

* Calculation example.

All prices in EUR and without taxes. We offer a 15 % agency commission.

WHITEPAPER

Place your own White Paper, which needs to be suitable for the target audience, on [it-daily.net](https://www.it-daily.net). The terms for your document as part of a campaign download are three months. Solicitation happens via Newsletter/Banner (need to be delivered by customer).

Data Delivery

PDF with your content – no flyer or advertising text, Logo: jpg or gif, Teasertext max. 300 characters, Advertising items by arrangement.

Hosting

The hosting fee is **700,- € for three months**. You can set up three documents for this purpose.

Execution

For the execution of lead campaigns it is compulsory to have an address for revocation. According to the Teleservices Act users need to have the possibility to withdraw their agreement of storage of their contact data, even supplementary.

* Calculation example. All prices in EUR and without taxes. We offer a 1.5 % agency commission.

Basic Lead

First and family name | company | position | job title | address | E-Mail | phone

Price from 60,- € per lead (depends on the topic)

Special Lead

All of the already named points plus additional criteria, which fulfill your requirements.

Costs on request.



LIVE WEBINAR

In a live webinar you will get in touch with the participants directly via the Internet. An experienced speaker from your company will give the presentation and answers questions, while an editor of **itmanagement** or **itsecurity** will host the webinar.

We record the webinar and make it available as an OnDemand webinar on **it-daily.net**.

- lecture with tips and suggested solutions
- product training
- expert knowledge

Our service

- Organisation including solicitation via newsletter and banner
- participant acquisition
- coordination
- execution
- moderation
- hosting

Base price 4.000,- €

Plus costs for leads. These depend on the topic and specification. We would be pleased to make you an individual offer.



All prices in EUR and without taxes. We offer a 15 % agency commission.

WEBINAR ON DEMAND

You host the recording of a webinar or a trial version on your server?
We will solicit the link to the webinar or the trial version.

For products hosted on servers of our customers we cannot issue a lead-guarantee.

- Speech with hints and proposals for solutions
- Product-training
- Expert knowledge

Data Delivery

Link/trial version, short description as wordfile

Price 1.500,- €

(incl. 2 weeks advertisement via Banner, spare capacity is needed)

Price
1.500,- €



All prices in EUR and without taxes. We offer a 15 % agency commission.

ONLINE-ADVERTORIAL ON IT-DAILY.NET

You have more to say or a product that needs more explanation?

With an advertorial we provide an opportunity to represent extensive information about products and services and the cost and the added value in the most attention-getting manner. By direct integration into the structure of **it-daily.net** your offer will be directly interrelated to the credibility and relevance of **itmanagement**.

The advertorial will be fully integrated and marked as advertisement.

Solicitation happens for 4 weeks via banner, directly connected to the advertorial. After this, the advertorial remains under the rubric online on **it-daily.net**.

Data Delivery

Text: 6.500 characters as wordfile, Images/charts: jpg or gif, Content Ad 300x250 pixel or skyscraper 160x600 pixel

Price 2.700,- €

All prices in EUR and without taxes. We offer a 15 % agency commission.



CROSS MEDIA PACKAGES

With our cross media packages we offer you the possibility to use our online portal it-daily.net as well. With that you might increase your range.



”
PACKAGES

We would be happy to prepare an individual, target-oriented package for you.



Package 1

- 1/3 page Advertisement
- 2 weeks rotating full-size banner or 1 Text, Online expert contribution

Base price 2.270,- €

Package price 2.100,- €

Package 2

- 1/2 page Advertorial
- 2 weeks rotating full-size banner or 1 Text Ad, Online expert contribution

Base price 1.800,- €

Package price 1.650,- €

Package 3

- 1/1 page Advertisement
- 2 weeks rotating Medium Rectangle or Leaderboard and 1 Text Ad, Online expert contribution

Base price 4.890,- €

Package price 4.200,- €

Package 4

- 1/1 page Advertorial
- 2 weeks rotating Medium Rectangle or Leaderboard, 1 Text Ad, Online expert contribution

Base price 3.590,- €

Package price 3.000,- €

TextAd and Banner - available capacity.

GENERAL TERMS AND CONDITIONS

1. The publishing house reserves itself the right to reject or accept orders for advertisements or enclosed inserts because of the content, the origin or technical form. Orders for supplements shall only be binding for the publishing house after a sample of this supplement has been submitted and it has been approved. Supplements that arouse the impression of being a part of the periodical with the reader as a result of their format or make-up or that contain third party advertisements shall not be accepted. The client shall be notified of an order being rejected without delay. The publishing house shall make advertisements that cannot be recognized as such because of their editorial layout clearly recognizable as advertisements with the word "advertisement".

2. The client shall be responsible for delivering the text of the advertisement in due time and the printing documents or supplements being in proper order. The publishing house will request a replacement for printing documents that are recognizably unsuited or damaged. The publishing house shall guarantee the printing quality normal for the attached titles in the framework of the possibilities given by the printing documents. Costs for any abstract, fair drafting, etc. are not included in the prices for advertisements. For failures caused by telephonic transmission as well as for the accuracy of translations the publishing house does assume no liability.

3. Activation of advertisements will be carried out continuous from the next accessible magazine, if no agreement to the contrary has been done. The publishing house reserves the right to delay the publication date due to technical or other causes. The exclusion of competitors is not possible.

4. Advertisements shall be called within one year after concluding a contract. The publishing of the advertisement will be evenly distributed. The abatements performed in the announcement price-list are granted only within one year for published advertisements of the client. The term starts with the appearance of the first advertisement, if not another beginning has been agreed by conclusion of the contract in written form. In case of frequency discount the abatements depends on the amount. In cases of bigger formats conditions differ. If less advertisements have been abate within one year than agreed in the first place, the publishing house has the right to charge the different amount between the guaranteed and the actual abatement.

5. The publishing house takes no responsibility for force majeure, operating malfunctions, strike, etc. According to those cases the acceptance time for advertisements will be extended. To ask for damages will be excluded.

6. The advertising mediators and advertising agencies shall maintain the price list of the publishing house in their quotations, contracts and accounts with the advertisers. The mediating remuneration granted by the publishing house may not be passed onto the client either wholly or partially.

7. The payment needs to be paid within the conditions of the price list. If there is a delay or a respite in payment, interest shall be charged in accordance with our price list and collection costs. The publishing house may set back the further implementation of the current order until payment is made and it may demand advance payment for the remaining advertisements. With bankruptcy the full amount for not yet published advertisements has to be paid immediately in case of §17 Abs.1 KO. The allowed abatement is lost in cases of bankruptcy, compulsory settlement or legal action.

8. The place of performance shall be the principle place of business of the publishing house. The venue shall be the publishing's house principal place of business with civil action in business transactions with merchants, legal entities of public law or with special funds of public law. To the extent that the publishing house's claims cannot be asserted through court proceedings for order to pay debts, the venue shall be determined with non-merchants according to their place of residence. If the client's place of residence or habitual abode, even with non-merchants, is unknown at the point in time when the action is filed or if the client has moved his place of residence or habitual abode from the area of application of the law after concluding the contract, the principal place of business of the publishing house shall be agreed upon as the venue.

9. Following additional agreements are valid:

- a.) The client shall be responsible for exempting the publishing house from the claims of third parties that arise against it from offenses against statutory provisions, especially against the competition law and the copyright.
- b.) The publishing house shall not furnish a guarantee if individual supplements are lost on channels of distributions.
- c.) The publishing house shall only be liable for any errors from telephone communication with intent or gross negligence.
- d.) Positioning regulations shall only be valid if the publishing house has confirmed them writing.
- e.) Advertisement and supplement orders have to be cancelled by the advertising deadline. The publishing house may charge the client the setting and production costs incurred.

10. In case that one appointment of this terms and conditions will be or is invalid, the contract and the appointments of this terms and conditions remain valid incidentally.






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