Media Kit 2019

Nachrichten aus der Chemie
GDCh.de

Highest paid Circulation for the Chemistry in Germany
Official Source of Information from the GDCh

WILEY-vch
Added Value
Nachrichten aus der Chemie App

The Wiley Journal App Service (JAS) gives users access to the top content of Nachrichten aus der Chemie on mobile devices – anywhere and anytime!

Now you can make use of this new platform and the prime positioning of Nachrichten aus der Chemie to secure your own success, profiting from the unique and effective advertising opportunities: embedded video and audio; microsites, animations, feedback forms, touchscreen interaction, news feeds, whitepaper and much besides... Ask us for further information!

5 CONVINCING ARGUMENTS:
- **Focusing on your message:** the ads appear between two articles and not over the current article
- **Interstitials are 5–10 times more persuasive** than banner ads
- **JAS supports rich media content** to generate greater interest
- **Interstitials with rich media are 88.3% more effective** than static ones
- **Videos raise the response rate by 35%**

**INTRODUCTORY RATE:**
€ 950 with a SOV (Share-of-Voice) of 25% – regardless of the number of views.

Nachrichten aus der Chemie is the official source of information from the Gesellschaft Deutscher Chemiker GDCh (German Chemists Society) and for the past 65 years has enjoyed wide acceptance throughout its broad readership in research, teaching and industry.

With a print run of more than 30,000 copies Nachrichten aus der Chemie has the highest paid circulation in the chemistry sector in Germany. Four times a year the magazine is published with a higher print run reaching the 2,000 members of the Gesellschaft Österreichischer Chemiker (Austrian Chemists Society).

High quality overview articles on all relevant topics in chemistry, coupled with news from the association about events and training sessions, as well as career and economic topics, make the magazine an indispensable medium for the 31,000 GDCh members and guarantee strong reader loyalty.

In addition to the print issue, which GDCh members can also find as an e-paper on the association’s website, a newsletter informs 18,000 recipients about news from the chemistry sector and from the GDCh itself, every 14 days.

**Overview**

<table>
<thead>
<tr>
<th>Publication Frequency</th>
<th>Volume</th>
<th>Print run</th>
<th>Publisher</th>
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<th>Phone</th>
<th>Fax</th>
<th>Internet</th>
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<td>30,850</td>
<td>Gesellschaft Deutscher Chemiker e.V.</td>
<td>Wiley-VCH Verlag GmbH &amp; Co. KGaA</td>
<td>+49 (0) 6201 606 0</td>
<td>+49 (0) 6201 606 793</td>
<td><a href="http://www.gdch.de">www.gdch.de</a></td>
<td><a href="mailto:nachrichten@gdch.de">nachrichten@gdch.de</a></td>
</tr>
</tbody>
</table>

**Editor-in-Chief**

Dr. Christian Remenyi

**Corporate Sales**

Dr. Katja Habermüller

**Director EMEA, Sciences**

Vanessa Winde

**Commercial Manager**

Melanie Horn

**EMEA, Sciences**

1439-9598

**Advertising Administration**

ISSN

Format of the magazine

DIN A4

© Fotolia
### TOPICS

<table>
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<th>2</th>
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#### Trend Report:
- Inorganic Chemistry
- Synthesis
- Fluor
- Chemical Industry
- Sensor Technology
- Life Sciences
- Raw Materials
- Radioactive Elements
- Environmental Analysis
- Chemical Industry
- Inorganic Chemistry
- Life Sciences
- Plastics Industry
- Material Analysis
- “About the element mercury”

#### Trend Report:
- Solid State Chemistry
- Chemical Industry
- Inorganic Chemistry
- Raw Materials
- Organic Chemistry
- Radioactive Elements
- Chromatography & Hyphenated Techniques
- Physical Chemistry
- Fluorescence
- Chemical Industry
- Statistics and Current Performance
- Water Analysis

#### Trend Report:
- Organic Chemistry
- Synthesis
- Inorganic Chemistry
- Chromatography
- Life Sciences
- Environmental Analysis
- Chemical Industry
- Statistics and Current Performance

#### Trend Report:
- Inorganic Chemistry
- Life Sciences
- Spectroscopy
- Chemical Industry
- Statistics and Current Performance

#### Trend Report:
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- Overview
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#### Trend Report:
- Biochemistry
- Chemical Industry: Overview
- Synthesis
- Inorganic Chemistry
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- Chemical Elements

#### Trend Report:
- Macromolecular Chemistry
- Inorganic Chemistry
- Life Sciences
- Plastics Industry
- Material Analysis
- “About the element mercury”

#### Trend Report:
- Theoretical Chemistry
- Synthesis
- Chromatography & Hyphenated Techniques
- Chemical Industry

#### Trend Report:
- Technical Chemistry
- Inorganic Chemistry
- Life Sciences
- Spectroscopy
- Chemical Industry
- Statistics and Current Performance

### EVENTS

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#### EVENTS

- **3rd European Chemistry Partnering**
  - 26.02.2019
  - Frankfurt, Germany

- **Anakon**
  - 25.–28.03.2019
  - Münster, Germany

- **Handelsblatt-Jahrestagung Chemie**
  - 04.–05.04.2019
  - Frankfurt am Main, Germany

- **Wasser 2019**
  - 27.–29.04.2019
  - Erfurt, Germany

- **Labvolution**
  - 21.–23.05.2019
  - Hanover, Germany

#### GDCh-Wissenschaftsforum Chemie
- 15.–18.09.2019
- Aachen, Germany


#### Deutscher Lebensmittelchemikertag
- 16.–18.09.2019
- Dresden, Germany

#### INCREASED PRINT-RUN

- Approx. 2,000 copies to members of the Gesellschaft Österreichischer Chemiker GöCH

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- Approx. 2,000 copies to members of the Gesellschaft Österreichischer Chemiker GöCH

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### Dates & Contents

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<tr>
<th>Magazine Overview</th>
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<th>Prices &amp; Formats</th>
<th>Technical Data</th>
<th>Online</th>
<th>General terms of Business</th>
<th>Contact</th>
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Die Gesellschaft Deutscher Chemiker GDCh (The German Chemical Society)

Nearly 30,000 readers of Nachrichten aus der Chemie are members of the Gesellschaft Deutscher Chemiker (GDCh, The German Chemical Society). The GDCh bundles the interests and activities of chemists in Germany. As the largest continental European chemistry scientific society, the GDCh has around 31,000 individual and corporate members from academia, business, government and various professions. Approximately 5,500 students and young members develop their own initiatives and 61 local associations, spread throughout Germany, foster collaboration and communication within the scientific community.

The 150-year history of Nachrichten aus der Chemie, its global network and its high scientific and societal aspirations, form the basis for its creative activity in the interests of a world that is fit for the future and worth living in.

The GDCh finds positions for experts in the field of chemistry and other scientific disciplines. It organizes job fairs and other events for chemistry graduates providing extensive information about the associated professions and the labor market.

In addition, the GDCh promotes further training of chemists and offers a wide range of training programs for scientists in other disciplines as well as for technicians and business people.

WILEY-VCH  Strong partners: Wiley-VCH & GDCh

The GDCh actively supports a modern publication concept and is one of the founding members of the Association of European Chemical Companies (ChemPubSoc Europe).

In close cooperation with Wiley-VCH publishing, the GDCh publishes, among others, the peer-review journal Angewandte Chemie, Chemie Ingenieur Technik, Lebensmittelchemie and CITplus.

Wiley-VCH publishing bundles activities in various business areas of natural- and engineering sciences as well as economics.

Founded in 1807, Wiley has been a renowned publisher and reliable partner for a world's growing number of decision-makers, opinion leaders and professionals in science, medicine and industry for more than 200 years.

Its focus on specific knowledge areas includes all relevant fields: From the basic needs of the student through primary research to information on the latest laboratory techniques and results of research and development in active ingredients.

To date, Wiley can count more than 450 Nobel laureates amongst its authors. Every month, more than 10 million readers take advantage of the Wiley Online Library and over 800 societies are partners of Wiley-VCH.
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**Terms of Payment:**
Payment within **30 days without deduction**.
Direct debit with 3% discount.

**Bank Details:**
J.P. Morgan AG
Taunus Turm, Taunustor 1
60310 Frankfurt, Germany
IBAN: DE55501108006161517443
BIC: CHASDEFX
VAT-Id.No.: DE 813481633 · Tax No.: 47020/21620

**Address for shipment**
(stiched inserts/bound-in inserts)
pva, Druck und Medien-Dienstleistungen GmbH
Christian Tretter
„Nachrichten aus der Chemie“, Vol. ...
Industriestraße 15
D-76829 Landau/Pfalz
Tel.: +49 (0) 6341 142-253
Fax: +49 (0) 6341 142-410253

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60310 Frankfurt, Germany
IBAN: DE55501108006161517443
BIC: CHASDEFX
VAT-Id.No.: DE 813481633 · Tax No.: 47020/21620

All prices are subject to 19% VAT.

The new price list comes into effect on 1 October 2018 and supersedes all previous price lists.

1 Costs per thousand – including postage; no discount for loose inserts, sample must be sent before order can be accepted.
### FORMATS

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| 1/4   | 45 x 260 mm          |
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**Magazine Overview**

- **Type Area:** 210 x 297 mm (width x length), A4 size
- **Bleed Size:** 210 x 297 mm (width x length), print space
- **Number of columns:** 2; column width 90 mm or
- **Number of columns:** 3; column width 60 mm

**Print methods**

- Roll offset
- Euro scale
- Screen ruling

**Colours**

- Euro scale
- 70 ruling

**Loose inserts**

- Minimum insert size: 105 x 148 mm (w x h)
- Maximum insert size: 200 x 287 mm (w x h), the back fold must be on the long side (287 mm)
- Minimum weight for single-sheets inserts: 150 g/m²

**Data format**

We accept the following data formats: PDF, EPS, TIFF, JPG.

**Please observe the following points:**

1. Embed all text or convert it into streams.
2. Use only CMYK colours.
3. With pixel-oriented data formats (colour/greyscale), we require a resolution of at least 250 dpi. Bitmap files (line) should have a resolution of at least 1200 dpi.
4. For the creation of PDF files with Acrobat Distiller, we have provided you with a Joboptions file which can be downloaded at www.gitverlag.com/en/global/order_management/data_transfer/.
5. Do not compress JPG files too strongly, or this will lead to visible loss of image quality. Use the “maximum” or “high” quality gradings.

**Use of “open files”**

If you send us programme-specific data formats, e.g. InDesign, QuarkXpress, CorelDraw, we cannot guarantee that the layout will not change upon printing (text, separations, line weight etc.).

**To avoid errors, please observe the following:**

Send all text to be used and associated files together. Attach a hard copy/print-out to the layout check. Ensure that no RGB colours are used in any files, including the associated files. For files from programmes not intended for the creation of printed documents (e.g. Word, Excel, PowerPoint), the files must always be converted. This means inevitable changes in data and considerable additional work, which we have to add to your invoice. In some cases, conversion is not possible. All tasks necessary to create “print-ready” files will be charged to you according to time spent.

**Transmission options**

- by e-mail to melanie.horn@wiley.com

Wiley-VCH Verlag GmbH & Co. KGaA
FAO: Melanie Horn
Boschstrasse 12 · 69469 Weinheim, Germany
Tel.: +49 (0) 6201 606 557
Fax: +49 (0) 6201 606 790
New price model: from 2018 all job ads in 4-colour

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<thead>
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<th>ADVERTISEMENT</th>
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For member companies, we offer special rates. For queries, we are looking forward to your call.

Contact:
GDCh Stellenmarkt
Angela Pereira Jaé
Alina Gajda
Varrentrappstraße 40–42
60486 Frankfurt/Main
Tel.: +49 69 7917-665, Fax: +322

Please send advertisements as PDF-file to GDCh job market: stellenmarkt@gdch.de

Apart from the home page, the most visited page of the GDCh (German Chemical Society) - website is the online job market. Each newly posted job announcement triggers an RSS feed and draws more attention to the open position that you are presenting. The freely accessible and regularly updated information about study opportunities and careers makes up the attractive background for our vacancies section and encourages chemistry graduates and job seekers to go to the GDCh Internet sites regularly. With a teaser on the GDCh home page, you not only reach chemists who are actively seeking, but the entire network of the GDCH. Chemists, life science researchers, Chemical Engineers and other scientists can find your job offers without the need of advertising banners. Lengthy search processes are no longer necessary.

We will publish your ad within one business day.
For the online publication of your vacant position, we can offer you the following options:

<table>
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Further information is available at www.gdch.de/kundeninfo
In addition to these offerings, the GDCh recruitment lists are also a preferred medium for the free advertisement of open internship-, doctoral-, postdoctoral- and professorial positions. For an extra fee university ads can be placed in the classified ads of “Nachrichten aus der Chemie”. Send your enquiry to: stellenmarkt@gdch.de.
The newsletter of Nachrichten aus der Chemie advises 18,000 registered receivers on the latest developments in the chemistry and news from the GDCh every 14 days.

Online-Advertisement and prices

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<td>Pictures: JPG, PNG, TIF</td>
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General Terms and Conditions for Advertisements, Supplements, Digital and Online Advertising

1. These General Terms and Conditions shall apply to all contracts (hereinafter referred to as “orders”) relating to the publication of one or several adverts of any type of advertisement (hereinafter “advertisements”) in the magazines of Wiley-VCH GmbH & Co. KGaA (hereinafter “publisher”) for the purpose of dissemination and placing of their advertising on the publisher’s websites. They shall also apply to orders for third-party supplements in the magazines published by the publisher. The client acknowledges these General Terms and Conditions upon placing an order. For limiting, conflicting, or supplementary general terms and conditions of advertising clients that are not recognized as an integral part of the contract, the publisher expressly agrees to these.

2. The client shall, within seven days after receipt of the order, provide the advertising material in a format that is accepted by the publisher. The advertising material shall be clearly marked with the word “advert” by the publisher.

3. The publisher reserves the right to reject advertisements – including individual adverts under a blanket contract – or orders for inserts, or grounds for rejection or rejection criteria of its own. In the case of such rejection, the publisher shall inform the client about the rejection of the advertising material and the reason for rejection within seven days of receipt of the advertising material.

4. Orders for advertisements and other marketing materials to be published specifically and exclusively in specific ads on specific occasions in the publications may not exceed the frequency and placement as stated in the order.

5. Adverts and online advertising not directly recognizable as adverts because of their editorial layout will be clearly marked with the word “Advert” by the publisher.

6. The client is responsible for the contractual fulfillment of the order. The order shall be considered completed upon receipt of the advertising material at the publisher’s offices.

7. Adverts and online advertising not directly recognizable as adverts because of their editorial layout will be clearly marked with the word “Advert” by the publisher.

8. The publisher reserves the right to reject adverts – including individual adverts under a blanket contract – or orders for inserts, or grounds for rejection or rejection criteria of its own. In the case of such rejection, the publisher shall inform the client about the rejection of the advertising material and the reason for rejection within seven days of receipt of the advertising material.

9. The client is responsible for the fulfillment of the order and shall be liable for all claims of third parties. The client shall ensure that the advertising material does not infringe the copyrights or other rights of third parties. The client shall indemnify the publisher from all claims by third parties and shall release the publisher from any claims by third parties.

10. The publisher reserves the right to reject the advertising material if the advertising material is not in accordance with the advertising layout, if the advertising material is not in the agreed format, if the advertising material does not meet the requirements of the publisher, or if the advertising material is not in accordance with the advertising layout, if the advertising material is not in the agreed format.

11. The publisher reserves the right to reject the advertising material if the advertising material is not in accordance with the advertising layout, if the advertising material is not in the agreed format, if the advertising material does not meet the requirements of the publisher, or if the advertising material is not in accordance with the advertising layout, if the advertising material is not in the agreed format.

12. The client shall only be bound by the advertising material if the advertising material is in accordance with the advertising layout, if the advertising material is in the agreed format, if the advertising material meets the requirements of the publisher, or if the advertising material is in accordance with the advertising layout, if the advertising material is in the agreed format.

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16. The client shall be liable for all claims of third parties and shall indemnify the publisher from all claims by third parties.

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