

Media Data



2022



ORTHOPÄDIE TECHNIK



WWW.360-OT.DE

Exclusive media
partner of





Who we are ...

We are:
**No. 1
in the
industry**

Since 1949, we have been offering first-hand, specialist expertise and reach our industry like no other medium.

We guarantee:
Quality

Peer review of all research papers and quality journalism ensure independence and the value of the information.

We can:
360°

Print magazine, online portal, video, web seminar, seminar, event or congress. We offer the complete overview of the industry.



What 360° technical expertise means to us:

We deliver quality in every aspect. Our all-round view provides more than just information. It creates the basis for a flow of information, allowing us to support our readers with unique expert knowledge from every relevant angle. All of our media components put the finishing touch on our technical expertise – from a 360° perspective. Make use of our comprehensive advertising opportunities!



THE TRADE MAGAZINE – OUR CLASSIC:

- Advertisements
- Inserts
- Special advertising formats
- Job ads
- Advertorials




THE EXPERT PORTAL – OUR TRENDSETTER:

- Job ads
- Banner ads
- Event information
- Classified ads



EXTRA REACH – ADDED VALUE FOR YOU:

- Newsletter
- Job board newsletter
- Newsletter on specific topics
- Live video talk
-  OTWORLD



What do others say about us?

”

Training in orthopaedic technology for health professionals has been neglected over the past 20 years. OT has succeeded in bridging part of this gap. The articles by specialists are of a high standard – and the interdisciplinary approach enhances the impact. OT is a conduit for bringing new technical innovations to the medical profession.

Professor Dr. med. Martin Engelhardt,
President of the OTWorld Congress 2022

”

For me personally, OT has been a reliable source of information for almost 30 years for the latest in trade policies, law, trade technologies and training. Again and again, I literally have an “aha” moment when I come across expert ideas that I can ultimately use in my daily work.

Ingo Pfefferkorn, President of the Advanced Training Association for Orthopaedic Technology (FOT)

”

OT has been there to support the profession and the people working in it for decades. Those looking to keep pace with the profession and its politics, as well as those interested in the scientific side, can use this medium for information and ongoing training. This makes it the most important voice in the field of technical orthopaedics in German-speaking countries and an institution in orthopaedic technology at the international level – one which we should continue to actively support but also make use of in future.

Dipl.-Ing. (FH) Merkur Alimusaj,
President of the OTWorld Congress 2022

”

OT has been part of my professional routine since my training days. Every BUFA student receives a copy each month and can keep up with the latest trends in the field. Of course, the layout has changed over the years; the OT look is always up-to-date. The content reflects the development of technology.

Stefan Bieringer, Director of the Federal Technical School for Orthopaedics Technology (BUFA)

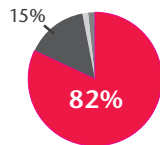


We help you reach your market...

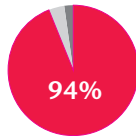
A study by the Allensbach Institute, 2019** confirms:

The first contact for acquiring medical devices is a medical supply company or an orthopaedic technology or orthopaedic footwear business.

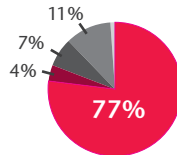
Compression stockings



Orthopaedic insoles



Supports/ orthoses



- Medical supply company / orthopaedics business
- Pharmacy
- Doctor's office
- Hospital
- Other / no response

Access to orthopaedic devices affects everyone!

73.35 million persons insured with statutory health insurance



* **28 million** Supply cases in 2020.

Source: *National Association of Statutory Health Insurance Funds (GKV-Spitzenverband) 2021; ** Allensbach Institute für Demoskopie 2019, Nutzen und Wirksamkeit medizinischer Hilfsmittel (Engl. translation of title: Benefits and Effectiveness of Medical Devices)

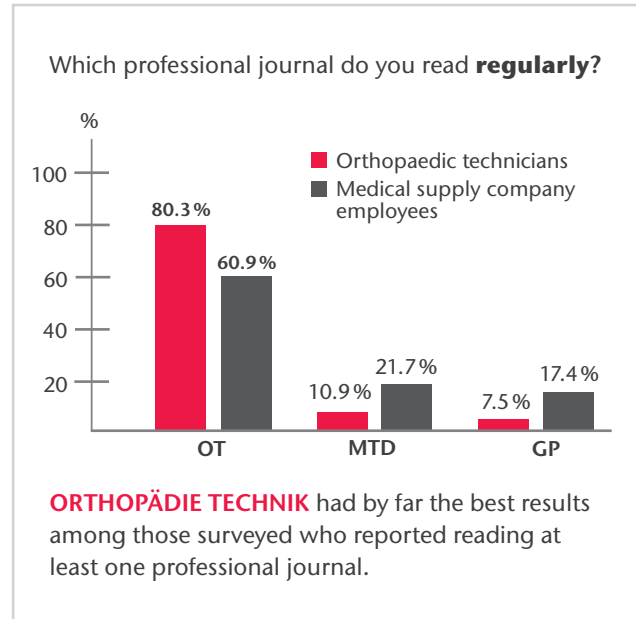


We help you reach your market ...



THE JOURNAL – OUR CLASSIC

- has more than **3,000** subscribers for every issue who have OT in circulation
- reaches more than **80%** of orthopaedic technicians
- reaches more than **60%** of medical supply company employees



Source: survey of visitors to OTWorld by IMK market research institute (2018)



Our readership is diverse.

Besides orthopaedic technology topics, we offer...



- Reliable, first-hand information for **medical supply companies** – from experts!
- Information on cutting-edge advances in direct, specialist sales!
- Digitalisation (social media, software, etc.)
- Interior fittings/design



- Always up-to-date on individual **rehab technology** from an interdisciplinary, interprofessional viewpoint!
- Special feature topics on neuro-orthopaedic diseases such as SCI, ICP, spina bifida, stroke or ALS!



- Regular top topics for **footwear technicians**, key players in many OT businesses!
- An in-depth look at expert topics from recognised trade journalists!
- Continual peer reviews backed up by our scientific advisory board!

A current overview of treatment practices regarding:

- Compression
- Insoles
- Scars
- Lymphology
- Osteoarthritis
- Treatment for athletes

Recognised treatment concepts for:

- Wheelchair fittings
- Sports orthopaedics
- Walking aids
- Seating and positioning
- Paediatric rehabilitation
- New technologies

Key topics in footwear technicians, including:

- Foot and shoe
- Insoles
- Diabetic foot
- Materials and fabrication
- Treatment for athletes
- Biomechanics/measurement technology



Our schedule of topics and deadlines for the research papers (peer review) 2022

Issue	Features and research papers	Advertising deadline	Artwork deadline	Publication date
January	Spinal Orthotics // Paediatric rehabilitation	06/12/2021	13/12/2021	04/01/2022
February	Upper limb prosthetics // Foot and shoe	13/01/2022	20/01/2022	04/02/2022
March	Neuroorthopaedics // Osteoporosis	10/02/2022	17/02/2022	04/03/2022
April	Lower limb orthotics // Materials	10/03/2022	17/03/2022	01/04/2022
May	Lower limb prosthetics // Digitalisation	11/04/2022	19/04/2022	05/05/2022
June	Compression // Seating and positioning	10/05/2022	17/05/2022	03/06/2022
July	Osteoarthritis // New technologies: focus on robotics	14/06/2022	21/06/2022	06/07/2022
August	Osseointegration // Socket and liner	12/07/2022	19/07/2022	03/08/2022
September	Rehab technology // Upper limb orthotics	11/08/2022	18/08/2022	02/09/2022
October	Sport orthopaedics // Insoles and diabetic foot	13/09/2022	20/09/2022	06/10/2022
November	Compression // Home care: focus on breast treatment	12/10/2022	19/10/2022	04/11/2022
December	Measurement technology: biomechanics // Components	10/11/2022	17/11/2022	02/12/2022

More content,
higher print
numbers →



Peer reviews by well-known experts in the technical orthopaedics industry, including O&P professionals, orthopaedic footwear specialists, health professionals and engineers. The members of our scientific advisory board include representatives from the Federal Technical School for Orthopaedics Technology (BUFA), Fraunhofer IPA, PFH Private University of Applied Sciences in Göttingen, Department of Orthopaedics and Trauma Surgery in Heidelberg and leading master orthopaedic technicians working in the trade.

The editorial staff reserves the right to modify the schedule of topics.



Our trade magazine is the mouthpiece of the industry and also provides the latest news in topics ...

...from the **associations**

As the official organ of BIV-OT (umbrella organisation of associations and state associations of orthopaedic technology) and ISPO Germany, we have close ties to the top associations in technical orthopaedics. We maintain continuous dialogue with the key provider groups and associations in the medical device sector.

...from the **workshop**

Every service is customised for the individual patient. We craft innovative devices, keep an eye on advances in materials and tools and report on where the trade is practiced.

...from the **medical supply company**

What does a medical supply company need to satisfy its customers? What does a modern establishment look like? How does a company present itself in social media? We have the answers.

...from the **lecture hall**

High-quality education and further training is indispensable for the trade and its specialists. We report from professional schools, share the contents of seminars and document the continuous development of knowledge.

...from the **congress**

We make a concise summary of the latest information from congresses and symposia and document the presentation on the added value of an inter-professional treatment team as an example.

...from the **trade fair**

When manufacturers present their latest innovations at the relevant industry events, we are there and summarise the most exciting new products impartially and competently.

...from the **industry**

Thanks to well-maintained contacts in the sector, we keep close to things – from presentations of new products to companies' current personnel decisions and growth strategies.

...from **research**

We are considered a reputable professional journal for science and research and are thus in regular dialogue with many universities and institutes about the projects of today and the products of tomorrow.

...from the **future**

No movement means losing ground. The industry is subject to constant change. The mega-trend of digitalisation is all around us, making profound changes to the business. What can we expect and what has already become reality? We provide the answers.



Advertisement formats and prices for OT

Size	Prices for 4c	In bleed*	In print space
Cover 	EUR 4,315	–	130 x 155 mm
1/1 	EUR 3,450	210 x 297 mm	185 x 265 mm
Cover pages 2, 3 1/1 	EUR 3,750	210 x 297 mm	–
Cover page 4 1/1 	EUR 3,990	210 x 297 mm	–
Double page 2/1 	EUR 4,990	420 x 297 mm	–

VAT added to all prices - for clients from Germany only.

*2 mm on all pages with crop marks



DISCOUNTS & SURCHARGES

Frequency scale


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

Not eligible for discounts:

Cover, cover page 2–4,
 table of contents





Please note:

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

For the April 2022 and May 2022 issues  OTWORLD, a surcharge of 10% will be added to the regular advertising rate.



Advertisement formats and prices for OT

Size	Prices for 4c	In bleed*	In print space
1/2 	EUR 2,545	Portrait: 103 x 297 mm Landscape: 210 x 148 mm	Portrait: 90 x 265 mm Landscape: 185 x 130 mm
Table of contents			
1/2 	EUR 2,790	Portrait: 103 x 297 mm	Portrait: 90 x 265 mm
1/3 	EUR 1,950	Portrait: 70 x 297 mm Landscape: 210 x 105 mm	Portrait: 59 x 265 mm Landscape: 185 x 90 mm
1/4 	EUR 1,590	Landscape: 210 x 82 mm Corner: 103 x 147 mm	Landscape: 185 x 65 mm Corner: 90 x 130 mm

VAT added to all prices - for
clients from Germany only.

*2 mm on all pages with crop marks



DISCOUNTS & SURCHARGES

Frequency scale


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

Not eligible for discounts:

Cover, cover page 2–4,
table of contents

Please note:

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

For the April 2022 and May
2022 issues  OTWORLD ,
a surcharge of 10% will be
added to the regular adver-
tising rate.



Advertorial: taking your ad to another dimension

Science is our industry's lifeblood, and science needs to be shared. We support this by publishing scientific papers of high editorial quality. Get your company on board and show the industry your latest developments and products with a fact-based advertorial that speaks to our readers.

Sample design:

1/4 page **one** image/logo possible:

Image size 35 x 35 mm,

Characters incl. spaces 1,000

1/2 page **two** images/logos possible:

Image size 80 x 45 mm, 35 x 35 mm

Characters incl. spaces 1,500

Delivery dates:

- By ad deadline, see page 8
- Depending on the image size, the number of characters may change and vice versa

Note:
Limited number
per issue

1/4 EUR 1,590







1/2 EUR 2,545

*VAT added to all prices - for
clients from Germany only.*

All booked
advertorials are also
published on the
expert portal under
"Market" in addi-
tion to our
trade magazine.



Special advertising formats in OT

	Format	Max. weight	lacement	Print run	Price
Bound-in insert  <ul style="list-style-type: none"> - Bound to the journal - Noticeable placement 	2 page 4 page	150 g/m ²	In interior	3,200	EUR 3,880 EUR 5,880
	 Issues April & May				
	2 page 4 page	150 g/m ²	In interior	4,800	EUR 5,180 EUR 7,780
Inserts  <ul style="list-style-type: none"> - Intensive appeal - No temporal scattering 	max. width 205 x height 290 mm	Up to 25 g Up to g	In interior	3,200	EUR 2,990 EUR 3,190
	 Issues April & May				
	max. width 205 x height 290 mm	Up to 25 g Up to 50 g	In interior	4,800	EUR 3,970 EUR 4,240
Advertising stickers  <ul style="list-style-type: none"> - On your ad - Reader can immediately take out product/info - High level of attention 	On 1/1 page ad	25 g	In interior	3,200	EUR 3,990
	 Issues April & May				
	On 1/1 page ad	25 g	In interior	4,800	EUR 5,290

VAT added to all prices - for clients from Germany only. // Bound-in inserts, loose inserts, tip-ins and any manual costs are not eligible for discounts.

✉ **Shipping address for loose inserts, bound-in inserts and tip-ins:**

Silber Druck oHG
 Herrn Matthias Schmelz // „Beilage OT XX/20XX“ //
 Otto-Hahn-Straße 25 // D - 34253 Lohfelden, Germany

Other special
 advertising formats
 by request.



Job and classified ad section – Formats and prices

We have the most important job exchange for professionals in orthopaedic technology, rehab technology and medical supply companies. We also provide our readers and customers with a classified ads portal where they can advertise and search for industry-relevant equipment, sales from medical supply companies and training opportunities/services. All job and classified ads will be published at www.360-ot.de/jobs free of charge for two weeks starting on the ORTHOPÄDIE TECHNIK publication date.

NEW: See page 15 for further **online booking options**.

				Size W x H mm	
Sketch of print issue	Modules	Module price	Module price options	Landscape	Portrait
<p>1 module ———</p> <p>2 modules ———</p> <p>4 modules ———</p> <p>Price per module: EUR 95 (minimum size: 2 modules)</p>	2	EUR 190	<p>+ Colour surcharge: EUR 300 (regardless of number of modules)</p> <p>+ Typesetting per module: EUR 6.50</p> <p>+ Box number ad: EUR 9.95</p>	85 x 40 mm	–
	3	EUR 285		130 x 40 mm	–
	4	EUR 380		175 x 40 mm	85 x 85 mm
	6	EUR 570		130 x 85 mm	85 x 130 mm
	8	EUR 760		175 x 85 mm	85 x 175 mm
	10	EUR 950		–	85 x 220 mm
	12	EUR 1,140		175 x 130 mm	85 x 265 mm
	24	EUR 2,280		–	175 x 265 mm

No positioning requests available for the job and classified ads section. Job ads are not eligible for discounts. VAT added to all prices - for clients from Germany only. In case of cancellation of an advertisement we have processed, we will charge at least the typesetting costs incurred.



Job board on the 360° expert portal

Expand your search and **reach the specific people you're looking for online** as well. Our online job market is the ideal meeting point for companies and applicants.

→ All (print) job ads booked will be published free of charge on the digital job board for two weeks and will appear in one issue of the job board newsletter (sent at the beginning of the month).

Highlighted button

Attract extra attention to your ad online. We give your ad a highlighted button. These ads appear at the very top of the job board newsletter.

+ EUR 50 for
the booked ad

Online extension

(for all bookings for print adverts)

- Four additional weeks at www.360-ot.de/jobs
- + Also included in the job board newsletter for the following month (sent at the beginning of the month)

€ EUR 500

Online only

- Your job offer/search at www.360-ot.de/jobs
- We post and manage your listing on the job board on the 360° expert portal

You provide:

- Job advert (PDF) or text
- Company logo (200 x 200 pixels)

€ EUR 600 (+ EUR 100 for inclusion in job board newsletter)

Job board newsletter only

- Your job ad/search included in monthly job board newsletter (simple advert; always sent at beginning of the month)
- We post your listing

You provide:

- Job title
- Job location
- Name of your company
- Company logo (200 x 135 pixels)
- Link to your website

€ EUR 400

VAT added to all prices - for clients from Germany only.



Technical data of OT

Printing method:	Offset
Cover:	200 g matte coated picture print paper (FSC-certified)
Content:	100 g matte coated picture print paper (FSC-certified)
Binding:	Glued binding
Colours:	CMYK (no special colours)
Colour profile:	PSO Coated v3
Print data resolution:	300 dpi
File format:	Preferably PDF/X-4 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.



- all text and images at risk of trimming should be placed at least 10 mm from the bleed margin
- for trim format, the bleed margin is 2 mm on all sides
- Job ads do not require a bleed margin



NEW!

Consistent -
environmentally
friendly and climate
neutral Paper!



A 360° perspective on every area of orthopaedic technology

Our online portal – the 360° expert portal – is always the hub and focal point for all news from the orthopaedic technology industry. Scarcely any other portal offers such a diverse range of industry-relevant content as our expert portal. We give our visitors a steady stream of up-to-date insights into key topics around treatment with devices.



Our magazine reaches a wide range of people:

- **Members of the treatment team** who want to provide patients with quality, interdisciplinary care (e.g. orthopaedic technicians, rehab technicians, physiotherapists, orthopaedic specialists)
- **Health insurers** who want to authorise quality care
- **Interested patients** who want to keep abreast of the latest technology and new treatment concepts
- **Manufacturers and suppliers** who want to stay up-to-date on the market and their competitors





OT Newsletter

Up to date! Targeted! Successful!

Too busy to stop by our expert portal? No problem! We deliver our news in our newsletter to around 2,000 recipients every week, who can also be reached with full banners or text teasers with your advertising content.

NEW: We publish a newsletter featuring a specific topic the last Wednesday of every month.

Please note: limited advertising content

	Ad format	Size	Price
	Text teaser	190 x 250 px 600 characters (including spaces)	EUR 500
	Full banner	560 x 90 px	EUR 300

VAT added to all prices - for clients from Germany only.



Different prices apply during the period from March to May.

- Text teaser: EUR 660
- Full banner: EUR 390



Frequency of publication:
weekly (**NEW!**)

Target group:
Our field – from the trainee to the master craftsperson to the boss – and everyone who is involved and/or interested in providing patients with quality orthopaedic devices

Recipients (07/2021):
approx. 2,000

Open rate:
Avg. 38.75%





OT job board newsletter

A job advert that's made to be seen!

Thanks to our monthly job board newsletter, professionals who are looking for positions are the first to find out about new job ads from the industry on an ongoing basis. Make your company stand out from other offers with a full banner or text teaser.

The job board newsletter is part of our offer for advertising companies and applicants (see pages 14 and 15).

	Ad format	Size	Price
	Text teaser	190 x 250 px 600 characters (including spaces)	EUR 500
	Full banner	560 x 90 px	EUR 300

VAT added to all prices - for clients from Germany only.



Different prices apply during the period from March to May.

- Text teaser: EUR 660
- Full banner: EUR 390



Frequency of publication:

Monthly/beginning of the month

Target group:

Our field – from the trainee to the master craftsperson to the boss – and everyone who is involved and/or interested in providing patients with quality orthopaedic devices

Recipients (as of 07/2021):

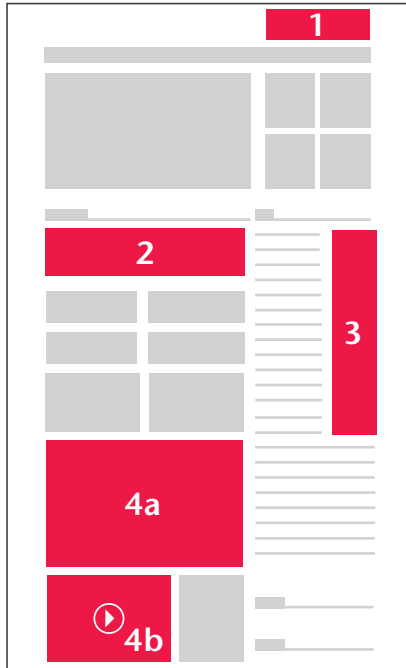
approx. 1,933

Open rate:

Avg. 37.97%



Banner ads



	Format	Price/month	 Price (period from March to May)
1 Banner in the header	234 x 60 px*	800 Euro	1060 Euro
2 Full banner	728 x 90 px*	300 Euro	400 Euro
3 Skyscraper (Home page)	120 x 600 px*	600 Euro	800 Euro
Skyscraper	120 x 600 px*	300 Euro	400 Euro
	300 x 600 px*	400 Euro	530 Euro
4 a) Content Ad	300 x 250 px*	400 Euro	530 Euro
b) Content Ad Video	770 x 430 px*	500 Euro	660 Euro

VAT added to all prices - for clients from Germany only (**job board** page only Skyscraper, **Event** page only banner).

Data processing:

Max. file size: 50 KB

File types: JPG, GIF, WebM, mp4/wmv

* Don't see
the format you
want?

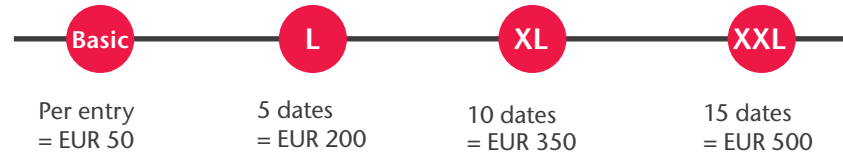
Feel free to
contact us.



Event calendar



Our calendar of events provides an overview of all the important dates in the industry. (Online) seminars, trade fairs, workshops, congresses and much more can be found using the search option. We include your dates in the calendar.



FEATURES

- Time and place
- Title with link to your event landing page or the like
- Short description

VAT added to all prices - for clients from Germany only.

Contact: **Jocelyn Blome**

jocelyn.blome@confairmed.de // 0231 557050-61



An even broader reach!

Give your company an even broader **reach** at our industry's biggest and most important event globally – at OTWorld. Become an exclusive **sponsor** today and choose from countless options.

Use this professional platform and make an impact by advertising as a sponsor at the World Congress at OTWorld. World Congress organisers Confairmed GmbH will provide you with a range of different sponsoring opportunities.

Please get in touch with me:

Jocelyn Blome
jocelyn.blome@confairmed.de
0231 557050-61

con.fair.med
Industrie für Orthopädie



At the World Congress, experts from around the global share a closer look at the key aspects of current trends and developments from an interdisciplinary viewpoint. Orthopaedic professionals, orthopaedic footwear specialists, engineers, health professionals and therapists report on developments from the industry in a range of symposia, keynote talks, courses and workshop chats, to name just a few items on the agenda.

Core target groups of the Congress participants:

Orthopaedic professionals, orthopaedic footwear specialists, rehab technicians, medical supply retailers, employees, health insurers, health professionals. Primarily owners/managers who influence purchasing and procurement decisions.

Congress figures:

2,500

congress participants



from 60 countries

320

Speakers



from 30 countries

Source: www.ot-world.com/die-otworld/zahlen-fakten



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Bank

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BIC GENODEM1DOR

More information at: www.360-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 (order confirmation) 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.
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 to reject them.

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 agency 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. The day the banner is published is established as the start of the contractual obligation (commencement of use).

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

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

19. 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.

20. 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. Marking ads/advertorials:

Ads or advertorials that due to their editorial design are not recognisable as advertising or paid content will be clearly marked as such by the publisher in a manner permitted by law. Supply of content for advertorials: For advertorials, the customer shall supply the respective content (such as image and/or text samples) on which the advertorial is to be based on time. Release: The customer shall ensure that the content provided does not violate third-party rights and that the customer is entitled to the unrestricted use of this content free of third-party rights. The customer shall therefore indemnify the publisher from all third-party claims including the costs of legal defence and/or prosecution.

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 considered in strict accordance with the applicable legal regulations. The data required for handling the transaction are stored and may be transferred to companies affiliated with us or to our service providers in the course of order processing.
3. The careful handling of your personal data is our highest priority. We comply with the provisions of the European Ge-

neral Data Protection Regulation (GDPR) when collecting, processing and using these data. We reserve the right to adapt this data protection statement when needed to comply with the latest requirements or to implement changes in our services in the data protection statement, e.g. when new services are introduced. The new data protection statement will then apply to any future visit.

VII. Set-off/assignment:

1. Set-offs against our claims are 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: 08/2020



More information at:
www.360-ot.de