

# HOW TO TREAT

The HTT is the international special edition for professional prosthetist and orthotist exclusively for the world congresses "OTWorld" and "ISPO Worldcongress". The HTT is a special issue with articles specifically for practitioners of technical orthope-

dics. The special edition will be published at the World Congresses of ISPO International and OTWorld - in close partnership with the organizing associations. Congress Presidents and representatives of the respective Congress Committee sit on the Editorial Board.



## EDITORIAL CONCEPT:

It summarizes priorities of orthopedic technology that are of general international interest. In addition, special focal points for the respective market are taken up. The Editorial Board consists of experts from ISPO / German OT, international experts and regional experts. HTT will be strongly oriented towards the craft and the practical, orthopedic-technical supply.

## TOPICS:

### Topics 2023

- Prosthetics
- Digitisation
- Materials

### Topics 2024

- Neuro Orthopaedics
- Pediatric Rehabilitation
- Biomechanics
- Food Orthotics

## DISTRIBUTION:

On the one hand in a special printed edition, 4,000 copies for the World Congress, Leipzig 2024 and via the digital distributors of the organizers ISPO / OTWorld / Confirmed and publisher:  
> 50,000 addressees - ISPO 2023 and Leipzig 2024

## SCOPE:

**digital version 2023:** 32 pages

**printed version 2024:** at least 48 pages

**Paper:** Cover: 200g matte coated picture print,  
Contents: 100g, glued binding

## EVENTS/TIMELINE:

### 2023 – ISPO Worldcongress Guadalajara (English/Spanish):

- Release date: 17th April 2023
- Deadline: 30th March 2023
- Editorial deadline: 23th March 2023

### 2024 – OTWorld Leipzig (English):

- Release date: 14th May 2024
- Deadline: 1st April 2024
- Editorial deadline: 25th March 2024

2025 - ISPO Worldcongress Stockholm (English)

2026 - OTWorld Leipzig (English)

## TECHNICAL INFORMATION

**Printing method:** offset

**Paper:** *Cover:* 200 g matte coated picture print  
*Contents:* 100 g matte coated picture print

**Binding:** glued binding

**Colours:** CMYK (no special colours)

**Colour profile:** PSO coated v3 (ECI)

**Print data: resolution:** 300 dpi

**File format:** preferably PDF/X-4 file

**Data transmission:** e-mail or wetransfer

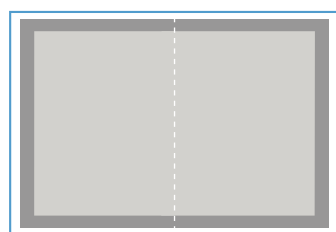
## ADVERTISING PRICES

Formats	Prices (4-colour) digital version 2023	Prices (4-colour) printed version 2024	Prices (4-colour) digital version 2023 + printed + 2024
Cover page 4	€ 2.400	€ 3.990	€ 5.890
Cover page 2/3	€ 2.250	€ 3.750	€ 5.500
2/1 pages	€ 2.750	€ 4.550	€ 6.600
1/1 page	€ 2.050	€ 3.450	€ 4.990
1/2 portrait // landscape	€ 1.500	€ 2.545	€ 3.700
1/3 portrait // landscape	€ 1.150	€ 1.950	€ 2.800
1/4 corner /// landscape	€ 950	€ 1.590	€ 2.250

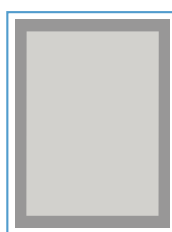
VAT is added to all prices – for clients from Germany only.

Special advertising formats such as bound and loose inserts by request and with 3 months' notice.

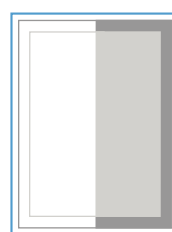
## ADVERTISING FORMAT



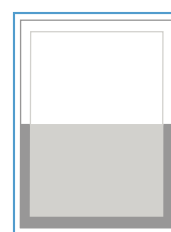
**2/1 pages crossover**  
 B = 420 x 297 mm



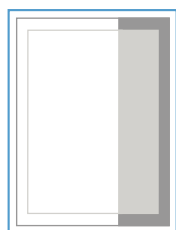
**1/1 page**  
 P = 185 x 265 mm  
 B = 210 x 297 mm



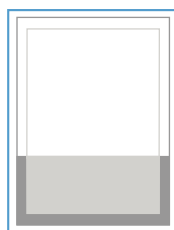
**1/2 page portrait**  
 P = 90 x 265 mm  
 B = 103 x 297 mm



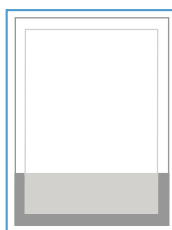
**1/2 page landscape**  
 P = 185 x 130 mm  
 B = 210 x 148 mm



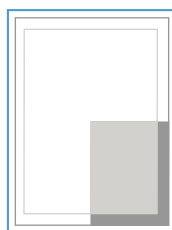
**1/3 page portrait**  
 P = 59 x 265 mm  
 B = 70 x 297 mm



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



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



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

Format: width x height

— P = Print space

— Final format

— B = bleed format, 3 mm trim\*

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

## CONTACT PERSONS

**Publisher:** OT-Medien

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## GENERAL BUSINESS TERMS AND CONDITIONS

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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.
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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. On request, the publisher shall deliver a free 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. The customer agrees to observe the applicable laws in designing the advertisement and to ensure that no third-party rights of any kind are violated. Should the customer subsequently note that the advertisement 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 advertisement 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.

### 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.