

2025

MEDIA DATA

 Verlag
Orthopädie.technik

WWW.360-OT.DE



Exclusive media partner of

 OTWORLD



OT - The brand in the field of prosthetics and orthotics

For 75 years, the publishing house Verlag Orthopädie-Technik has been the media accompaniment for prosthetics and orthotics. Meanwhile, an entire "brand family" has been established. As our media partner, you can effectively reach prosthetists and orthotists via our channels: From the **specialist journal** and our **website** to **live video talks** and our **newsletters**.

Our main topics are current **forms of treatment, innovations in prosthetics, orthotics, rehabilitation technology, medical supply stores, compression therapy, orthopaedic footwear technology and homecare**. New developments regarding the **digitalisation** of skilled crafts, **health and professional policy** at first hand, **staff matters** and the **latest industry news** are also regularly featured. In addition, it covers the most important **trade shows** and **congresses**.

What sets ORTHOPÄDIE TECHNIK apart from other specialist journals are the **scientific articles on all important treatment areas** of trade. Each issue of ORTHOPÄDIE TECHNIK features three to four new peer reviewed articles in which designated experts from workshops and medical supply trade, science and research, clinics and the orthopaedic industry impart their knowledge and experience in a practical and well-founded manner. Verlag Orthopädie-Technik endeavours to appoint a **scientific advisory board** to **review** the specialist articles and, in doing so, ensures their high technical quality. The specialist articles enjoy a high reputation in the industry and are intended to provide prosthetists and orthotists with ongoing advanced training.

The publishing house Verlag Orthopädie-Technik is the **exclusive media partner of OTWorld**, the world's leading trade show and congress. For the OTWorld in May 2026, we offer you a wide range of attractive formats for presenting your company on and around the industry's big, international stage in an eye-catching way.



The scope of our media

What you can reach with us:

3.000 print subscribers

3.000 and more readers

- Our journals are passed on.
- Our journals are available at many events.

170 e-paper subscribers

OT NEWSLETTER

approx. **2.200** recipients

Opening rate approx. **37,57 %**

(Observation period from 02/2024 to 07/2024)

OT JOB LETTER

approx. **2.106** recipients

Opening rate approx. **37,12 %**

(Observation period from 02/2024 to 07/2024)

TOTAL SCOPE OF A CROSSOVER CAMPAIGN PER MONTH:

29.500 impressions

(1 x banner for 4 weeks on the website, 1 x banner in a newsletter, 1 print advertisement in the OT (incl. e-paper and OT reading sample))

WEBSITE

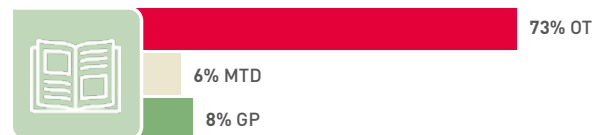
160.000 direct accesses

Ø **24.045** users per month

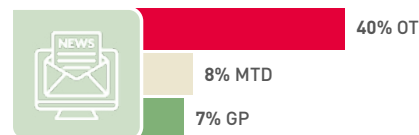
(Observation period from 08/2023 to 07/2024)

Of those prosthetists, orthotists and medical supply store clerks who ...

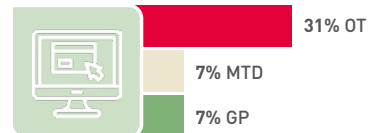
regularly read a specialised journal:



regularly read a newsletter:



Make use of a web portal / online trade journal:



We are the voice of the diverse industry of prosthetics and orthotics

ASSOCIATIONS

As the official specialist body of the BIV-OT (umbrella organization of the guilds and state guilds for orthopaedic technology) and ISPO Germany, we maintain close contact with the leading associations in the field of prosthetics and orthotics. We are in constant exchange with the relevant service provider communities as well as associations in the medical aids industry.

WORKSHOP

Each treatment is individually tailored to the patient. We present innovations related to skilled crafts and trades, taking a look at the technical progress of materials and tools and reporting from the places where skilled crafts and trades are performed.

MEDICAL SUPPLY STORES

What does a medical supply store need to satisfy its customers? What does a modern branch store look like? How should companies present themselves in social networks? We present examples of best practice.

LECTURE HALL

High-quality technical training and advanced training is essential for people who practice skilled crafts and trades and the specialists who operate within this field. We report from technical schools, pass on the content of seminars and write about the constant development of teaching.

RESEARCH

In the field of science and research, we are seen as a reputable specialist magazine. As such, we are in regular contact with many universities and institutes concerning current projects and the products of the future.

FUTURE

Stagnation means regression. The industry is subject to constant change. The mega topic of digitalisation is omnipresent and is changing the trade profoundly. What is to be expected, and what is already a reality? We will provide answers.

CONGRESS

We prepare the latest findings from congresses and symposiums for you in a compact form.

TRADE SHOW

When manufacturers present their latest innovations at relevant industry get-togethers, we are on site and provide independent and competent summaries of the most exciting product presentations.

INDUSTRY


Thanks to well-maintained contacts in the industry, we are close to the action: From new product presentations to current personnel decisions relating to HR and growth strategies of businesses.

Topics and schedule for 2025

	EDITION	MAIN TOPICS AND SPECIALIST ARTICLES	BOOKING DEADLINE	ARTWORK DEADLINE	PUBLICATION DATE
	January	Additive manufacturing · Business software: digital processes	04/12/2024	10/12/2024	03/01/2025
	February	Orthotics · Materials	14/01/2025	21/01/2025	05/02/2025
EXPOLIFE	March	Prosthetics · Compression (special pages)	10/02/2025	17/02/2025	05/03/2025
	April	Foot and shoe · Wound care	12/03/2025	19/03/2025	04/04/2025
REHAB	May	Children's rehab · Socket and liner	08/04/2025	15/04/2025	05/05/2025
ISPO	June	Orthotics · Osseointegration	12/05/2025	19/05/2025	04/06/2025
	July	Spinal care: Focus on scoliosis · E-prescription (special pages)	11/06/2025	18/06/2025	04/07/2025
	August	Dysmelia · Pain therapy: Focus on osteoarthritis	10/07/2025	17/07/2025	04/08/2025
REHACARE	September	Neuroorthopaedics · Rehabilitation technology	12/08/2025	19/08/2025	03/09/2025
OST	October	Compression · Foot and shoe (special pages)	10/09/2025	17/09/2025	02/10/2025
FORMNEXT	November	Prosthetics: Focus on fitted parts · Additive manufacturing	09/10/2025	16/10/2025	03/11/2025
	December	Rehabilitation · Biomechanics	10/11/2025	17/11/2025	02/12/2025

The editors reserve the right to change the topic schedule.

Advert formats and prices for our print journal and e-paper

Size	Prices 4c	in the bleed*	in the print spaces
Title 	EUR 4,530.00	-	130 x 155 mm
1/1 	EUR 3,630.00	210 x 297 mm	171 x 250 mm
Cover page 2, 3 1/1 	EUR 3,940.00	210 x 297 mm	-
Cover page 4 1/1 	EUR 4,190.00	210 x 297 mm	-
Double page 2/1 	EUR 5,240.00	420 x 297 mm	-

All prices plus VAT. / *2 mm on all sides with crop marks



DISCOUNTS & SURCHARGES

Staggered repeat discount:
from 4 ads per calendar year 3 %
from 12 ads per calendar year 10 %
 (regardless of ad size)
Not discountable:
 Title page, cover page 2 – 4,
 ads in the table of contents





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

YOUR BENEFIT:

Best quality at
 the usual price -
 our prices remain
 stable!



Advert formats and prices for our print journal and e-paper

Size	Prices 4c	in the bleed*	in the print space
1/2 	EUR 2,680	vertical: 103 x 297 mm horizontal: 210 x 148 mm	vertical: 83 x 250 mm horizontal: 171 x 130 mm
In the table of contents 1/2 	EUR 2,930	vertical: 103 x 297 mm	vertical: 83 x 250 mm
1/3 	EUR 2,050	vertical: 70 x 297 mm horizontal: 210 x 105 mm	vertical: 54 x 250 mm horizontal: 171 x 90 mm
1/4 	EUR 1,670	horizontal: 210 x 82 mm corner: 103 x 147 mm	horizontal: 171 x 65 mm corner: 83 x 130 mm

All prices plus VAT. / *2 mm on all sides with crop marks



DISCOUNTS & SURCHARGES

Staggered repeat discount:

from 4 ads per calendar year 3 %

from 12 ads per calendar year 10 %
(regardless of ad size)





Not discountable:

Title page, cover page 2 – 4,
ads in the table of contents

Please note:

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

Special advertising forms for our print journal

	Format	Maximum weight	Placement	Print run	Price
Bound insert  <ul style="list-style-type: none"> - firmly connected to the journal - eye-catching position 	two-page four-page	150 g/m ²	in the inner part	3,200	EUR 3,880 EUR 5,880
Supplements  <ul style="list-style-type: none"> - intensive address - no time mismatch 	max. width 205 x height 290 mm	up to 25 g up to 50 g	in the inner part	3,200	EUR 2,990 EUR 3,190
Glued advertising material  <ul style="list-style-type: none"> - on your advertisement - reader can extract product/ info directly - high level of attention 	on 1/1 Carrier Advertisement	25 g	in the inner part	3,200	EUR 3,990
Folding title (generally only on request)  <ul style="list-style-type: none"> - high level of attention by placing directly on the title - opportunity for large- area advertising on thicker paper 	on request	-	Flapper on the cover pages	3,200	on request

Further
special adver-
tising forms
on request

All prices plus VAT.
Bound inserts,
supplements,
glued inserts and
any manual costs
incurred are not
eligible for discount.

DATA DELIVERY:

one week before the artwork deadline

✉ Shipping address for supplements, bound inserts, glued inserts:

Silber Druck GmbH & Co. KG · Herrn Matthias Schmelz · „Beilage OT XX/20XX“ · Otto-Hahn-Straße 25 · 34253 Lohfelden · Germany

Advertorial formats for our print journal and e-paper

An advertorial fits into the editorial environment. Your content is not perceived as advertising, but as editorial content. This is the great strength of this format. Take advantage of this fact for your advertising message. We will design your message in an editorial style.

FORMATS:

1/4 Page

One image or logo possible.

Image size 35 x 35 mm,

Number of characters* incl. spaces 1.000

1/2 Page

Two images / logos possible.

Image size 80 x 45 mm und 35 x 35 mm,

Number of characters* incl. spaces 1.500

1/1 Page

Three images / logos possible.

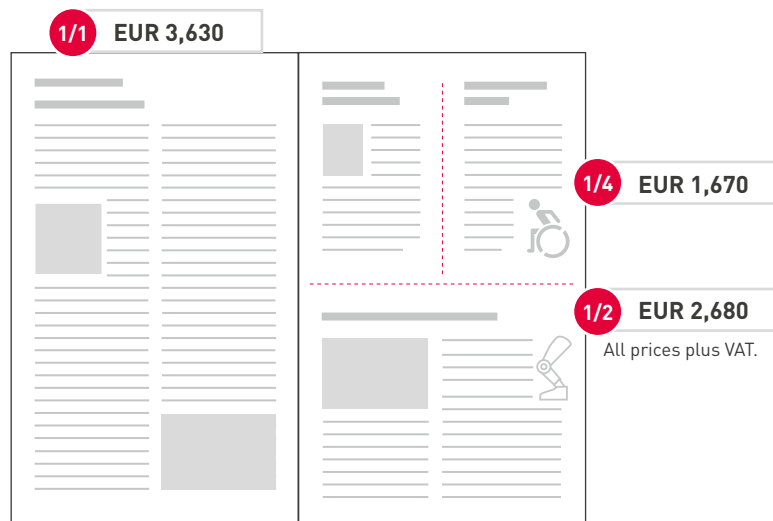
2x Image size 80 x 45 mm und 1x 35 x 35 mm,

Number of characters* incl. spaces 3.000

*The number of characters changes depending on the image size. Other formats on request.

DATA DELIVERY:

in each case, up until the booking deadline, see page 6.



Attention: limited availability per issue

All prices plus VAT.

YOUR BENEFIT:

Advertorials are also published on www.360-ot.de and in the e-paper.



Trade show innovations and highlights

Emphasise your product innovations and highlights by presenting them in the editions in which the editors publish a follow-up report concerning the industry's most important trade shows and events. An optimal opportunity to showcase your innovations on an event-related basis and, in so doing, reach your target group directly. We design pages that underline the new product and/or highlight character of your message.

- 1/1
EUR 3,790
- 1/2
EUR 2,795
- 1/4
EUR 1,750

All prices plus VAT.

We publish your advertorial 3 times:

- in the printed edition of **ORTHOPÄDIE TECHNIK** and in the e-paper
- at www.360-ot.de and
- in the special newsletter for the respective event

Our cross-media gift to you.



Attention: limited availability per issue

To enlarge:
Click and hold

Publication dates for the following trade shows

EXPLIFE	OT-edition: May Booking deadline: 08/04/2025
REHAB	OT-edition: July Booking deadline: 11/06/2025
REHACARE	OT-edition: November Booking deadline: 09/10/2025
OST-MESSE	OT-edition: December Booking deadline: 10/11/2025
FORMNEXT	OT-edition: January 2026 Booking deadline: 04/12/2025

Further dates such as the artwork deadlines and publication dates see page 6.

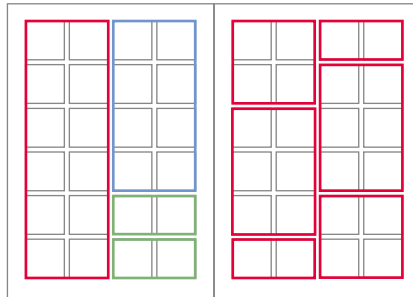
Marketplace for jobs and classified advertisements in the print journal

The jobs section of the journal is the relevant forum for specialists at all levels in the entire German-speaking region, whether for trade, workshops or industry.

Do not miss out on this high sector-specific reach.

Job advertisements in the print ORTHOPÄDIE TECHNIK and in the e-paper appear under the heading „Stellenangebote“ (en. job advertisements). On the right, we show examples of different advertisement sizes.

The job advertisement on the far left has the **12 Module high format**, the advertisement on the top right has the **8 Module high format**, the two advertisements below each have **2 modules across**.



When booking a job advertisement with four or more modules, we are giving you an additional gift:

- Publication of your advertisement for four weeks at www.360-ot.de/jobs,
 - Your advertisement is published once in the job letter
- With a total value of EUR 600.00.
Generate **6,700 impressions** with one booking.



To enlarge:
Click and hold

Marketplace for jobs and classified advertisements

You have the following options when booking a job or classified advertisement:

ADVERTISEMENT SIZE:

You choose the number of modules.
Minimum size: two modules.

COLOUR:

You can choose whether you want a black and white or colour advertisement. Colour surcharge EUR 300.00, regardless of the number of modules.

DESIGN:

You can choose whether we set your advertisement or you send us a finished layout as a PDF. If we set the advertisement for you, we need the text for your job advertisement and, if desired, a logo. You will receive the advertisement from us for review and approval before publication. Typesetting costs per module EUR 9.80.

BOX NUMBER:

You can choose whether you would like a box number advertisement, i. e. if you wish to remain anonymous as the addressee of the advertisement. Readers of the advertisement send their messages to us stating the box number code, and we will forward these messages to you. Additional costs per advertisement EUR 9.95.

No placement request is possible in the marketplace for jobs and classified advertisements. Job advertisements cannot be discounted. In the event of cancellation of an advertisement placed by us, we will at least charge the typesetting costs that have been incurred.

Sketch of job section	Size W x H mm			Module price
	Modules	horizontal	vertical	
<p>2 modules</p> <p>4 modules</p>	2	85 x 40 mm	–	EUR 199.50
	4	175 x 40 mm	85 x 85 mm	EUR 399.00
	6	130 x 85 mm	85 x 130 mm	EUR 598.50
	8	175 x 85 mm	85 x 175 mm	EUR 798.00
	10	–	85 x 220 mm	EUR 997.50
	12	175 x 130 mm	85 x 265 mm	EUR 1,197.00
	24	–	175 x 265 mm	EUR 2,394.00

All prices plus VAT.



When booking a job advertisement with at least four modules, we are giving you an additional gift:

- Publication of your advertisement for four weeks at www.360-ot.de/jobs
 - Your advertisement is published once in the job letter
- With a total value of EUR 600.00.

Digital marketplace for jobs at www.360-ot.de and in the job letter

Our digital home for your job offers/application requests. Here, specialists in the sector are the first to be informed about new job offers.

With our job advertisements section at www.360-ot.de, we offer the most important job exchange for specialists in the field of prosthetics, orthotics, rehabilitation

technology and the medical supply trade. In addition, we send out a monthly job letter to over 2,000 recipients, informing them about the latest vacancies.

Find new specialists in a targeted manner with our media that is specialised in the field of prosthetics and orthotics.

By booking a digital job advertisement, you can reach:

- **Ø 1.500** web page accesses to www.360-ot.de/jobs
- **2.106** job letter recipients;
Opening rate **37,12 %**

for the total price of **EUR 600.00** .

We need:

- your job offer / application and job title in text form
- the place of employment
- your company name
- your company logo 200 x 200 px
- the link to your website






All prices plus VAT.

Further information on the job letter on page 15.

OT job letter

With our monthly job letter, specialists in the industry are the first to be informed about new job offers. Present your company and your products in this concentrated environment with a full banner, text teaser or our new supersize banner format.

	Advert format	Size / data	Price
	Text teaser	Image / Logo 235 x 310 px, text with max. 600 characters incl. spaces	EUR 570.00
	Banner	620 x 150 px	EUR 450.00
	Supersize banner	620 x 150 px	EUR 800.00

All prices plus VAT.

DATA DELIVERY:

two days before the shipping date

SHIPPING:

first Thursday after each publishing date of OT
(see page 6)



FREQUENCY OF PUBLICATION:

monthly

TARGET GROUP: Specialists – from assistants to master craftsmen to executives - and all those involved in the quality-assured supply of medical aids to patients and / or interested parties.

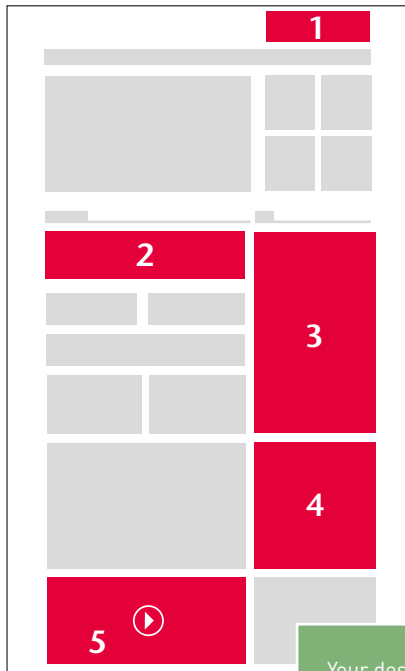
RECIPIENTS

approx. **2,106**

OPENING RATE: Ø 37.12%

(as of 07 / 2024)

Banner advertisement at www.360-ot.de



	Format	Price / 4 weeks*
1 Banner in the header	620 x 150 px	EUR 900.00
2 Banner	728 x 90 px	EUR 450.00
3 Skyscraper S incl. start page without illustration on the left	120 x 600 px	EUR 500.00
Skyscraper L incl. start page	300 x 600 px	EUR 700.00
NEW 4 Medium rectangle incl. start page	300 x 250 px	EUR 600.00
5 Content ad video	1280 x 720 px	EUR 700.00

*All prices plus VAT.

DATA PREPARATION:

File size: 50 – 200 KB

FILE TYPES:

JPG, PNG, animated
or static GIF, WebM,
mp4/wmv

DATA SUBMISSION:

via e-mail to
jocelyn.blome@biv-ot.org

Your desired
format is not
listed?

**Please
contact us.**

→ **160.000** direct accesses/year

→ Ø **24.045** users/ month
(Observation period from 08/2023 to 07/2024)

→ Spaces can be booked multiple times in the same period and will then run in rotation
(max. 3 different ones).



Events calendar at www.360-ot.de

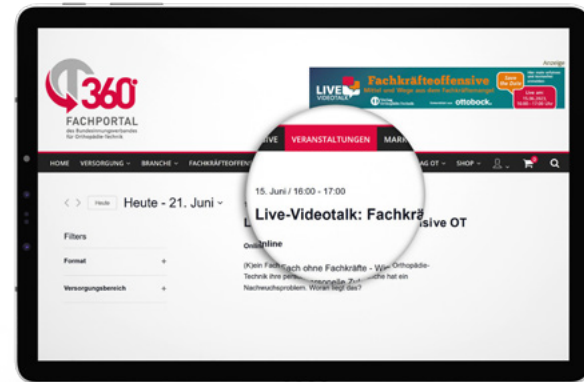
Our events calendar provides an overview of all the important dates in the industry. Seminars, trade shows, workshops, congresses, conferences and symposia can be found using the search option. Inform the industry about your dates. Book your entry.

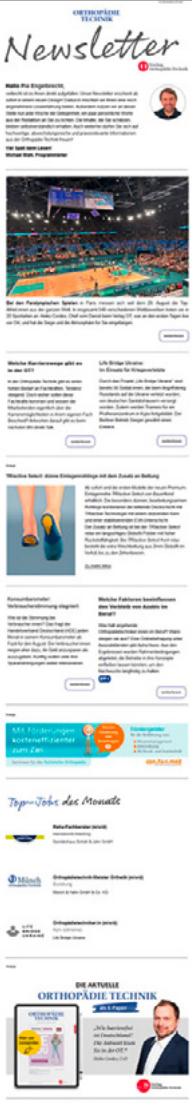
AN ENTRY INCLUDES:

- period and place
- title with a link to your event landing page or similar
- short description



→ **680 web page accesses** / month to
www.360-ot.de/veranstaltungen
 (Observation period from 08 / 2023 to 07 / 2024)





OT newsletter

WEDNESDAY IS OT NEWSLETTER DAY

On a weekly basis, the editors of Verlag Orthopädie-Technik edit the latest and most important news from the industry in the newsletter. Maximise your chance and accurately reach your target group with your messages as head banners, banners, text teaser and super size banner.

Early booking is recommended, as advertising space is limited and in high demand.

DATA DELIVERY:
two days before shipping

DATA PREPARATION:
file size: 50 – 200 KB

FILE TYPES:
JPG, PNG, animated or static GIF, WebM, mp4/wmv

DATA SUBMISSION:
via e-mail to
jocelyn.blome@biv-ot.org



Please click for a full view!



FREQUENCY OF PUBLICATION: weekly

TARGET GROUP: Specialists – from assistants to master craftsmen to executives - and all those involved in the quality-assured supply of medical aids to patients and / or interested parties.

RECIPIENTS (08/2024): approx. **2,200**

OPENING RATE: **Ø 37.57 %**

+7% Increase in recipients (from 01/2024 to 05/2024)

	Advert format	Size / data	Price
	Text teaser	Image / logo 235 x 310 px, text with max. 600 characters incl. spaces	EUR 570.00
	Banner	620 x 150 px	EUR 450.00
NEW	Supersize banner	620 x 420 px	EUR 800.00
NEW	Head banner	560 x 395 px	EUR 1,100.00

All prices plus VAT.

Live video talk - the digital stage for representatives of prosthetics and orthotics

The live video talk is an interactive format in which industry experts discuss a current topic. Viewers are involved, e.g. through surveys or questions.

As a sponsor, you can contribute your messages in collaboration with the editorial team. Get in touch with us. We will present your topic on the stage of our live video talk.



THE MEDIA PACKAGE INCLUDES THE FOLLOWING SERVICES

Before the event

Your logo as our media partner published in the OT, in the publishing house's newsletters, on the website and on social media throughout the promotion of the event.

During the event

Optional participation of your own expert as an invited guest or recommendation of other experts. Inclusion of own contributions such as film material or practical examples.

After the event

Recording of the event and publication on the YouTube channel of Verlag Orthopä-

die-Technik. Your banner embedded in the follow-up report on the specialist portal at www.360-ot.de. Follow-up report in an OT edition with mention of our media partner.

Package price Sponsoring Basic:

EUR 4,990.00 (plus VAT)

Package price Sponsoring Lead Generation:

From EUR 9,890.00 (plus VAT)

In addition to the basic package, you will receive the data of the participants after the event.

What you can reach with us:

- Between 60 and 160 registrations per live video talk
- Average participation time: 83% of all participants stay connected from start to finish
- 380 views of the recording of the live video talk '3D-Druck optimal nutzen' (en. Making the most of 3D printing) on YouTube

Data: as of 09/09/2024

Sponsoring at the world congress

The exclusive addition to your trade show presentation



Enjoy maximum and highly exclusive reach at the world's largest and most important industry-get-together – OTWorld. A special highlight includes the various spon-

soring opportunities in the congress area.

At the world congress, experts from all over the world will examine the most important aspects of current trends and developments from an interdisciplinary perspective.

The congress participants are a highly specialised and qualified target group consisting of: prosthetists and orthotists, orthopaedic footwear professionals, rehabilitation technicians, medical supply retailers, employees of reimbursement organisations, physicians and primarily owners/managers with decision-making authority.

As an exclusive sponsor in the congress area you have the following options:

- Have your logo printed on the congress bags or fill the congress bags with your giveaways and flyers
- Brand the lymphology goodie bag especially for the target group (medical supply store staff) or fill it with giveaways and flyers.
- Book advertisements in front of the congress rooms
- Prominently brand mobile phone charging points
- Book floor graphics

Further and detailed information will be available shortly in our Media data OTWorld 2026 and Media data OTWorld 2026 Sponsoring congress. As soon as they are available, we will send them to you.

Feel free to contact me if you have ideas of your own. We will then develop a tailor-made offer according to your wishes.

**EXCLUSIVE
MEDIA PARTNER**

 **Verlag
Orthopädie.technik**



THE CONGRESS IN FIGURES:

**2,500 congress participants from 61 countries and
300 speakers from 30 countries at OTWorld 2024**

Technical data related to OT

Printing method:	offset
Cover paper:	200 g matt coated photo print (FSC-certified)
Paper content:	100 g matt coated photo print (FSC-certified)
Processing:	adhesive binding
Colours:	CMYK (no special colours)
Colour profile used:	PSO Coated v3
Print data resolution:	300 dpi
File format:	preferably PDF / X-4 file
Data submission:	via e-mail to jocelyn.blome@biv-ot.org
Data service:	Before printing, your print data will be checked by our graphics department free of charge. If there are any errors, we will inform you.



- All text and image elements at risk of bleed should be placed at least 10 mm away from the bleed
- In the case of a bleed format: 2 mm bleed on all sides
- Job advertisements do not require a bleed



Sustainable - environmentally friendly and climate neutral paper!

What do other people say about us?



Training in prosthetics and orthotics for physicians 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.

Prof. Dr. med. Martin Engelhardt,

Congress president of OTWorld 2022



For me personally, OT has been a reliable source of information for the latest developments in trade policy, law, trade technologies and training or almost 30 years. 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 mouthpiece in the field of prosthetics and orthotics in German-speaking countries and an institution for prosthetics and orthotics at the international level – one which we should continue to actively support but also make use of in future.

Dipl.-Ing. (FH) Merkur Alimusaj,

Congress president of OTWorld 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 Academy for Orthopaedic Technology (Bufa)

I. General:

1. These general terms and conditions apply to all our offers and services.
2. Deviating general terms and conditions of the customer shall not apply and are not accepted, even if we do not explicitly object to them.
3. There are no verbal (or phone) agreements.

II. Contract conclusion and content:

1. Taking an order by branches, publishing house 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, cancellation by the customer is not possible after the contract has been concluded.
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 are not recognisable as such due to their design will be clearly marked with the word „Anzeige“ (advertisement) by the publishing house.
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 publishing house shall deliver a specimen copy with the printed advertisement upon publication of the advertisement.

11. For every box number advertisement, the publishing house will assign a box number, which will be shown in the advertisement instead of the customer's name. For box number advertisements, the publishing house 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 publishing house reserves the right to open and inspect incoming offers to eliminate misuse. The publishing house 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 publishing house.

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 publishing house assumes no liability for the content of the linked website. The publishing house 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 deemed to be 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 publishing house 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 publishing house must be informed of this immediately. The customer agrees to indemnify the publishing house 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 publishing house 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 publishing house or the customer where said measures are based on the allegation of illegality and/or the violation of rights.

III. Marking advertisements/advertorials:

Advertisements or advertorials that are not recognisable as advertising or paid content due to their editorial design will be clearly marked as such by the publishing house 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 publishing house 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 (1 January to 31 December), 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 impairment of health, as well as in the case of a violation of essential contractual obligations required for the performance of the contract, on which the customer is entitled to rely on (cardinal obligations), our liability is limited to damages resulting from 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 the event of claims by third parties, the customer is obligated to promptly provide us with all information, truthful and complete, required for reviewing the claims and for defence.

4. We are not liable for the fault of agents or third parties engaged by us. This applies particularly in the case of power failures or the failure of telecommunication and/or data processing systems over which we have no control. Insofar, we do not guarantee one hundred per cent availability or accessibility of 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 contracting parties agree to treat all information and data they receive from the contractual partner in the context of the performance of this contract as confidential. 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 General Data Protection Regulation (GDPR) when collecting, processing and using these data. We reserve the right to adapt this privacy policy when needed to comply with the latest requirements or to implement changes in our services in the privacy policy, e.g. when new services are introduced. The new privacy policy will then apply to any future visit.

VII. Consent to use of data

1. The personal data collected when ordering goods or services will be used by us to manage your customer account, to fulfill and process your order, and will also be shared with Confairmed GmbH for the purpose of product information. This data will also be used in accordance with the statutory provisions. We will then inform you by e-mail about interesting offers relating to the same or similar goods or services. If you do not wish to receive e-mail information of this kind, you can informally object at any time, with effect for the future, to the Verlag Orthopädie-Technik publishing house (e.g. by phone on +49 231 557050-50 or by e-mail to info@360-ot.de). No costs beyond the transmission costs according to the basic tariffs will be incurred by such an objection. For further information, please refer to our privacy policy.

2. I agree to receive information and offers regarding other products from Verlag Orthopädie-Technik via e-mail for advertising purposes.

3. By registering for the live video talk, I consent to my data being shared with Verlag Orthopädie-Technik and third parties, and to receiving information about similar products and services from the respective companies. I can object to the use of my contact details at any time, either in full or for specific actions, e.g. by email or letter (contact address: Verlag Orthopädie-Technik, info@360-ot.de, Reinoldistr. 7-9, 44135 Dortmund, Germany), without incurring any costs other than the basic transmission charges.

VIII. Set-off/assignment:

1. Set-offs against our claims are excluded unless the counterclaim is undisputed, legally established or recognised by us.

2. We have the right to assign any claims we have against the customer arising from the business relationship to third parties, insofar as the assignment of such claims is not prohibited by law.

3. The customer requires our consent to assign claims against us to third parties.

IX. 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 terms and conditions be or become ineffective, the validity of the remaining contract shall not be affected.

As of: 10/2024



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