

77. JAHRGANG

ORTHOPÄDIE
TECHNIK

SANITÄTSHAUS · REHA-TECHNIK

die OT



HELDEERM
PARTIZIPATIV FÜR DAS MENSCHE



Grenzenlose
Möglichkeiten

Aktiv
und
mobil

Die besondere
Versorgung

Handprothese mit
Spielzeugcharakter

Cybersicherheit im
Gesundheitswesen

SONDERSEITEN
**Additive Fertigung
Spezial**
Seite 27

Fachartikel mit
PEER REVIEW



Verlag
Orthopädie Technik

Offizielles Fachorgan des Bundesinventionsverbandes für Orthopädie-Technik
Offizielles Fachorgan der ISPO Deutschland e.V.

die OT

Newsletter JoBletter

LinkedIn

Media data 2027

Exclusive media partner of
OTWORLD



Verlag
Orthopädie Technik

Table of contents



3	About us	
5	Reach	
6	Our readers	
7	Schedule of topics and dates	
9	Formats and prices	20 Stand-alone newsletter
13	Job advertisements	21 Technical data
15	Classified advertisements	22 Professional voices
16	Website advertising options	23 GTC
18	OT newsletter	24 Contact

OT – THE brand in the field of technical orthopaedics

The OT publishing house has been the media companion for orthopaedic technology for over 75 years. In the meantime, an entire „brand family“ has emerged. As our media partner, you can reach decision-makers in the orthopaedic technology industry via our channels: from the OT trade journal and the website to the live video talk and our newsletters.

Our core topics are **current forms of care, innovations in prosthetics, orthotics, rehabilitation technology, medical supply stores, compression therapy, orthopaedic footwear technology and home care.**

New developments in the digitalisation of the skilled trades, such as **additive manufacturing, AI and e-regulation**, as well as first-hand information on **health and professional policy, personnel and the latest industry news** are also firmly established.

Our readers appreciate „**Die besondere Versorgung**“ (Special care), the practical and advice-oriented **series**, the **special pages** as a magazine-within-a-magazine and, last but not least, the centrepiece: the **specialist articles**.

What distinguishes the trade journal OT from other trade media in particular are the **scientific articles** on all important areas of the trade. Three to four new specialist articles appear in each issue of OT, in which recognised experts from workshops and specialist retailers, from science and research, from clinics and industry share their knowledge and experience in a practical and well-founded manner.

The OT publishing house endeavours to have a scientific advisory board that assesses the specialist articles in a review process and thus ensures their high professional quality. The specialist articles enjoy a high reputation in the industry and are used by orthopaedic technicians for ongoing training.

Click here for
the OT reading
sample



What sets us apart

Being close to the source gives us the information edge

We provide up-to-date content of essential value for day-to-day work, making OT the leading trade publication for workshop professionals and business management.

- OT is the official trade journal of the German Association of Orthopaedic Technology (**BIV-OT**)
- The editorial team works in close collaboration with **BIV-OT's Contracts Department**
- The OT publishing house is the exclusive media partner of **OTWorld**
- The editorial team maintains close dialogue with **Wir versorgen Deutschland**

OT provides further training

- through **scientific specialist articles**
- through **practical examples of treatment and care**

OT is available on site

- **OT is distributed at:** OTWorld, Rehakind Congress, Expolife, VSOU Annual Meeting, ISPO Congress, D.A.F. Annual Meeting, REHAB, FOT, DKOU, Formnext and at Confairmed seminars
- OT is present in **classes** and at **master craftsman graduation ceremonies** at German Federal College of Orthopaedic Technology (**BUFA**)
- OT is partly relevant to teaching in **vocational schools**

Our reach

Die OT - The trade magazine

3,000 print subscribers

200 e-paper subscribers

3,000 and more readers

- The magazine is passed on within companies
- The magazine is available at many events

Website

Ø 26,500 website visitors/month

+ 108 % compared to the same period last year

Ø 36,000 website accesses/month

+ 44 % compared to the same period last year

Period under review 08/2025 to 07/2026

LinkedIn

3,536 followers (status 08/2026)

+ 27 % compared to the previous year

OT newsletter

approx. 2,500 recipients (status 08/2026)

+ 9 % compared to the previous year

Opening rate Ø 46 %

Period under review 08/2025 to 07/2026

OT job letter

approx. 2,300 recipients (status 08/2026)

+ 5 % compared to the previous year

Opening rate Ø 43 %

Period under review 08/2025 to 07/2026

Total reach per month of a crossover campaign:

42,250 impressions

1 x banner for 4 weeks on the website, 1 x banner in a newsletter, 1 advertisement in OT



Among prosthetists and orthotists who ...

regularly read **print**
trade magazines:

63% read die OT

10% read MTD

3% read GP

regularly read **online**
trade magazines:

28% read die OT

11% read MTD

8% read GP

regularly read
newsletters:

33% read die OT

11% read MTD

3% read GP

What you should know about our readers*

Reader survey

Profession & Position

82.9% of our readers are **orthopaedic technicians** or **managing directors**; 48.8% of these are master craftsmen.

82,9 %

Influence on purchasing decisions

61.1% of our readers are **decision-makers** and recommenders when making purchasing decisions.

61,1 %

Reading behaviour

56.9% read **every issue** of OT;
27.5% read 6 - 10 issues/year.

56,9 %

Distribution of OT in companies

For 38.5%, the OT is gradually passed through the company; for 28.8%, it is in the break room.

38,5 %

Brand perception

For 43.7%, the **perception of brands** and companies is influenced by adverts in the OT; 7.2% of these are strongly influenced.

43,7 %

Interest in advert content

74% are interested in product adverts, 76% in adverts for training events and 76.4% in event adverts.

74,0 %

Adverts as a source of information

70.6% find **adverts** in the OT helpful for obtaining information/preparing for trade show visits/for use in everyday working life; 19.2% of these find them very helpful.

70,6 %

Topics and schedule January to June 2027

ISSUE	TOPICS	BOOKING DEADLINE	DEADLINE FOR PRINTING DOCUMENTS	PUBLICATION DATE
January	Focal points: Additive Manufacturing // Paediatric Rehabilitation	1 December 2026	8 December 2026	30 December 2026
February	Focal points: Foot and Shoe // Prosthetics/Osseointegration	12 January 2027	19 January 2027	4 February 2027
EXPOLIFE March	Focal points: Orthotics // Rehabilitation Technology Special pages: Orthotics Special Newsletter: Expolife	9 February 2027	16 February 2027	4 March 2027
DMEA April	Focal points: Neuroorthotics // Software Special Newsletter: DMEA	9 March 2027	16 March 2027	7 April 2027
REHAB rapid.tech 3D May	Focal points: Shaft & Liner // Pain Management/Osteoarthritis	9 April 2027	16 April 2027	5 May 2027
IRMA June	Focal points: Additive Manufacturing // Rehabilitation	10 May 2027	14 May 2027	7 June 2027

The editorial team reserves the right to make changes to the topic plan.

Schedule of topics and dates from July to December 2027

ISSUE	TOPICS	BOOKING DEAD-LINE	DEADLINE FOR PRINTING DOCUMENTS	PUBLICATION DATE
July	Focal points: Compression // Back Treatment	8 June 2027	15 June 2027	2 July 2027
August	Focal points: Prosthetics // Materials Special pages: Prosthetics	8 July 2027	15 July 2027	4 August 2027
REHACARE FOT September	Focal points: Orthotics // Wound care Special Newsletter: FOT	9 August 2027	16 August 2027	3 September 2027
OST FORMNEXT October	Focal points: Foot and Shoe // Additive Manufacturing Special pages: Foot and Shoe Special Newsletter: Formnext Special Newsletter: OST	8 September 2027	15 September 2027	5 October 2027
November	Focal points: Rehabilitation Technology // Neuroorthotics Special pages: Neuroorthotics	8 October 2027	15 October 2027	4 November 2027
December	Focal points: Prosthetics/Components // Compression	9 November 2027	16 November 2027	3 December 2027

The editorial team reserves the right to make changes to the topic plan.

Advertising formats and prices for print magazine and e-paper

Size	Prices 4c	in the section*	in the print space
Title 	EUR 4,850	–	130 x 155 mm
Inside title page 	EUR 4,620	–	landscape: 210 x 150 mm
1/1 	EUR 3,890	210 x 297 mm	–
Cover page 2, 3 1/1 	EUR 4,260	210 x 297 mm	–
Cover page 4 1/1 	EUR 4,490	210 x 297 mm	–
Double page 2/1 	EUR 5,610	420 x 297 mm	–

Size	Prices 4c	in the section*	in the print space
Table of contents 1/2 	EUR 3,160	portrait: 103 x 297 mm	portrait: 90 x 265 mm
Table of contents 1/2 	EUR 3,480	–	landscape: 380 x 93 mm
1/2 	EUR 2,890	portrait: 103 x 297 mm landscape: 210 x 148 mm	portrait: 90 x 265 mm landscape: 171 x 130 mm
1/3 	EUR 2,190	portrait: 70 x 297 mm landscape: 210 x 105 mm	portrait: 54 x 265 mm landscape: 171 x 90 mm
1/4 	EUR 1,790	landscape: 210 x 82 mm corner: 103 x 147 mm	landscape: 171 x 65 mm corner: 83 x 130 mm

*2 mm bleed on all sides with crop marks

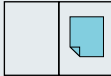


Discounts:
from 4 ads per calendar year 3%
from 12 ads per calendar year 10%
(regardless of advert size)

Not discountable:
Title page,
cover page 2 – 4
Table of contents

Please note:
Special placements on request
and with a surcharge of 10% on
the regular ad price

Special advertising formats for the print magazine

	Format	maximum weight	Placement	Print run	Price
Bound insert					
 - firmly connected to the journal - eye-catching positioning	2-sided 4-sided	150 g/m²	in the inside pages	3,200	EUR 5,180 EUR 7,780
Inserts					
 - high-impact message - no time mismatch	max. width 200 x height 290 mm	up to 25 g up to 50 g	in the inside pages	3,200	EUR 3,970 EUR 4,240
Glued advertising material					
 - on your advertisement - readers can take out product/information directly - high level of attention	on 1/1 carrier display	25 g	in the inside pages	3,200	EUR 5,290
Folding card					
 - high level of attention by placing directly on the title - opportunity for large-area advertising on thicker paper	on request	-	Fold-out on the cover page	3,200	on request

Bound inserts, normal inserts, glued inserts and any manual costs that are incurred are not eligible for discount.

Further
special forms
of advertising
on request

Mailing address for inserts, bound inserts, glued inserts:

Silber Druck GmbH & Co. KG
Mr Matthias Schmelz
„Beilage OT XX/2027“
Otto-Hahn-Straße 25
34253 Lohfelden
Germany

Data delivery:

one week before the print deadline

Advertorial formats for print magazine and e-paper

An advertorial fits into the editorial environment. Your content is not perceived as advertising, but as editorial content. That is the great strength of this format. Use this to spread your advertising message. We design your message in an editorial style.

Please note:
limited places per issue

YOUR BENEFIT:
Advertorials are
also published at
www.360-ot.de and
in the e-paper.

Formats:

1/4 page

An image or logo is possible.

Image size 35 x 35 mm,
number of characters including spaces 1,000 *

1/2 page

Two images or logos are possible.

Image size 80 x 45mm and 35 x 35mm,
number of characters incl. spaces 1,500 *

1/1 page

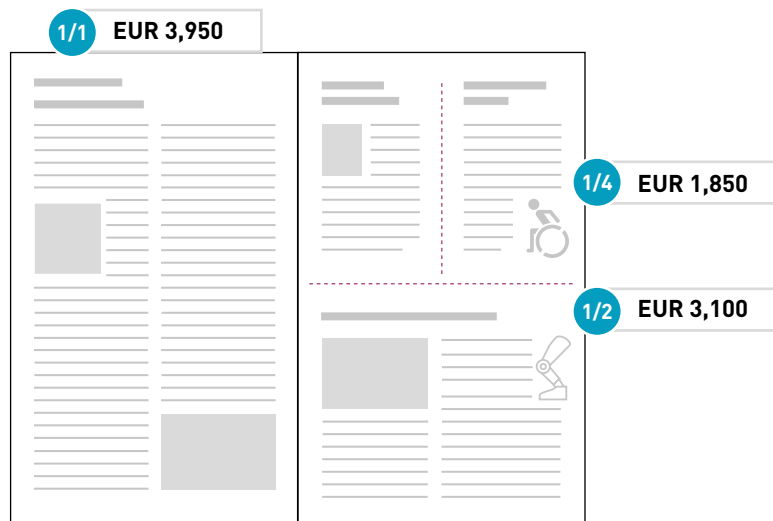
Three images or logos are possible.

2x image size 80 x 45mm and 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:

Until the booking deadline respectively



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

Our cross-media gift to you:



Triple visibility with a single booking:

- in the printed issue of OT and in the e-paper
- at www.360-ot.de and
- in the special newsletter for the respective event

Publication dates for the following trade shows:

EXPOLIFE	OT issue: May 2027 Booking deadline: 9 April 2027
OST	OT issue: December 2027 Booking deadline: 9 November 2027

1/1

EUR 4,150

1/2

EUR 3,250

1/4

EUR 1,950

1/1 **EUR 4,150**

1/2 EUR 3,250

1/4 EUR 1,950



To enlarge:
Click and hold

Job advertisements

Reach skilled professionals where the sector is looking

With a job advertisement in OT and across our digital channels, you can **target qualified professionals and managers** throughout the sector – whether in retail, workshops or industry. Our cross-media approach puts your vacancies in front of the right audience, with a strong industry focus and minimal wasted reach.

We offer **three options** to help you find the right professionals:

New
media
options

JOB BASIC

- 1 print advertisement in OT and the e-paper
- 1 listing for 4 weeks on our online jobs board at www.360-ot.de/jobs
- 1 listing in our job letter

Reach: 7,500 contacts

Price: Price of the selected advert size*

JOB PLUS

JOB BASIC, plus:

- „Top-Job“ badge and top placement on our online jobs board at www.360-ot.de/jobs
- „Top-Job“ badge and top placement in our job letter
- Extended listing on our online jobs board at www.360-ot.de/jobs for 6 weeks instead of 4

Reach: 8,500 contacts

Price: Price of the selected advert size, plus EUR 450

JOB PREMIUM

JOB PLUS , plus:

- LinkedIn post on the OT publishing house LinkedIn account
- 1 pop-up for 4 weeks on the www.360-ot.de homepage (online)

Reach: 41,500 contacts

Price: Price of the selected advert size*, plus EUR 3,050

* For advertising rates, please see the following page

How to book your job advertisement

1.

First, choose the size of the job advertisement you would like to place in the print edition of OT. All our standard advert sizes are available in either portrait or landscape format.

Advert size	Landscape	Portrait	Price
XS	175 x 40 mm	85 x 85 mm	EUR 699
S	130 x 85 mm	85 x 130 mm	EUR 898
M	175 x 85 mm	85 x 175 mm	EUR 1,098
L	175 x 130 mm	85 x 265 mm	EUR 1,497
XL	–	175 x 265 mm	EUR 2,698

A placement request is not possible in the job and classified ad market.
Job advertisements cannot be discounted.

2.

Next, select your preferred package:

JOB BASIC, **JOB PLUS** or **JOB PREMIUM**.

	JOB BASIC	JOB PLUS	JOB PREMIUM
Print „die OT“	✓	✓	✓
E-paper „die OT“	✓	✓	✓
Job board	✓	✓	✓
Job letter	✓	✓	✓
Top-Job badge incl. top placement in the job board		✓	✓
Top-Job badge incl. top placement in the job letter		✓	✓
Extended period: 6 weeks instead of 4		✓	✓
Pop-up (online)			✓
LinkedIn (social media)			✓
Price	Selected advert size	Selected advert size, plus EUR 450	Selected advert size, plus EUR 3,050

Classified advertisements market

Whether you are selling machinery, workshop equipment or commercial property, winding up a business or looking for a successor, OT Classified Advertisements Market brings sellers and prospective buyers together. You can reach prospective customers both via OT and online at www.360-ot.de/kleinanzeigen.

A classified advert measures 85 x 40 mm. It appears in the print edition of the OT and on www.360-ot.de/kleinanzeigen for 4 weeks.

By booking a classified advert, you can reach:

- 0 3,000 OT readers
- 0 250 page views on www.360-ot.de/kleinanzeigen

Period under review: 08/2025 to 07/2026

→ Price EUR 229.90

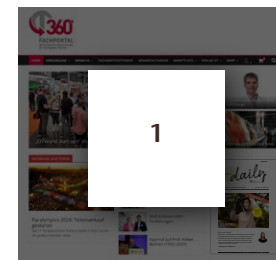
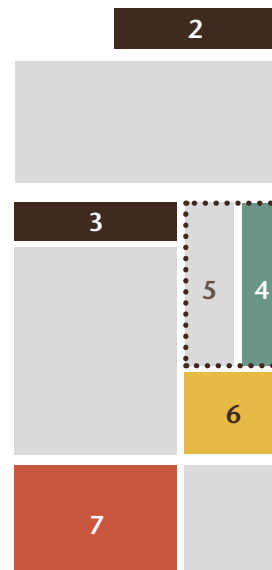
You can either have us create the advert for you or send us your own finished layout as a PDF. If we create the advert for you, please provide us with the text for your classified advert and, if desired, your logo. You will receive the advert for review and approval before publication.

You can also choose to place a **box number advert** if you prefer to remain anonymous as the advertiser. Readers can send their messages to us quoting the box number, and we will forward these messages to you. Additional charge per advert: EUR 9.95.



Banner advertising at the website www.360-ot.de

Formats	Size	Price/4 weeks
1 pop-up – exclusive	620 x 420 px	EUR 1,950
2 Banner in the header	620 x 150 px	EUR 1,045
3 Full banner	620 x 150 px	EUR 550
4 Skyscraper S incl. start page	120 x 600 px	EUR 605
5 Skyscraper L incl. start page	300 x 600 px	EUR 780
6 Medium Rectangle incl. start page	300 x 250 px	EUR 680
7 Supersize banner	620 x 420 px	EUR 715



File types:

JPG, PNG, animated or static GIF

- Strong growth in visitors and page views!
Ø 26,000 visitors/month
 + 108 % compared to the same period last year

- **Ø 36,000** page views/month
 + 44 % compared to the same period last year
 Period under review:
 08/2025 to 07/2026

Slots can be booked multiple times within the same period and will then run on a rotation basis (max. 3 different ones). Users see the different banners as they navigate between pages.

Calendar of events at www.360-ot.de

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

An entry includes:

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

900 page views/month at
www.360-ot.de/veranstaltungen

+ 6% compared to the same period last year
Period under review 08/2025 to 07/2026



Basic

per entry
EUR 50

L

5 dates
EUR 200

XL

10 dates
EUR 350

XXL

15 dates
EUR 500



OT newsletter

Opening rate
of up to
55 %

Wednesday is OT newsletter day

We send out the latest and most exciting news from the sector in our weekly newsletter. Take your chance and reach your target group with your messages with pinpoint accuracy. Our newsletter has an outstandingly high **opening rate of up to 55 % and click-through rates of up to 10 %** (bot-adjusted).

Publication frequency: weekly

Target group: Our profession – from journeymen and master craftsmen to company leaders – and all those involved and/or interested in the quality-assured orthopaedic treatment and care to patients

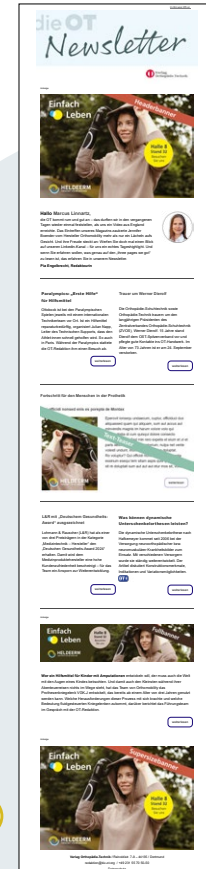
Recipients: approx. 2,500 (status 08/2026)
+ 9 % compared to the previous year

Opening rate: Ø 46 %
Period under review 08/2025 to 07/2026



Book early, as advertising space is limited and in high demand.

Click to enlarge



OT newsletter

Formats	Size/Data	Price
Head banner	620 x 420 px	EUR 1,190
Text teaser	Image/logo: 190 x 250 px, text: max. 600 characters incl. spaces	EUR 625
Full banner	620 x 150 px	EUR 495
Supersize banner	620 x 420 px	EUR 870

Data preparation:

File types:

JPG, PNG, animated or static GIF

Data delivery:

5 days before dispatch date

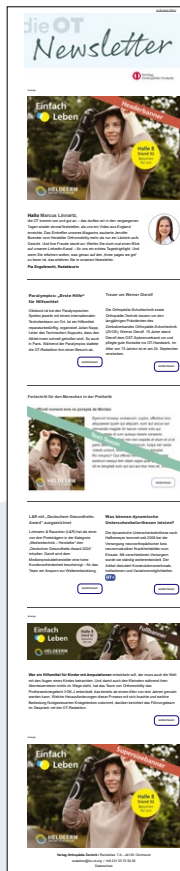


Headerbanner

Text-
Teaser

Fullbanner

Supersize-
banner



Click to enlarge.

The OT Newsletter: an exclusive platform for your brand

Book our stand-alone newsletter

Our reach for your brand: undivided attention, direct access to your target audience and plenty of space for your message. You provide the texts and images; we create the layout and send the newsletter to our subscriber base.

- Exclusivity: No other advertisers, just your individual content
- Design and production included: Our graphic design team prepares and optimises your content for maximum impact and compelling calls to action.
- Tracking and reporting: We provide you with opening and click-through rates.
- Timing: The newsletter is sent on a date agreed with you; please allow a lead time of 5 to 7 working days
- Price: EUR 2,615 (including design, distribution and reporting)

Newsletter
STAND-ALONE

.....
Reach newsletter: 2,500 recipients

Opening rate: Ø 46 %
.....



Technical data related to OT

Printing method:	Offset
Cover page:	200 g matt coated photo print (FSC-certified)
Paper for 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:	by e-mail to jocelyn.blome@biv-ot.org
Data service:	Your print data will be checked before printing by our graphics team free of charge. If there are any errors, we will notify you.

Trimming

- 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 bleed difference



Sustainable -
environmentally
friendly and climate
neutral paper!

What do the others say about us?

„Anyone who bears responsibility in prosthetics and orthotics cannot afford to stand still professionally. For decades, OT has been the professional journal of our industry: from the profession, for the profession. It is where the contribution that prosthetics and orthotics make to patient care is documented, discussed and advanced – at the workbench, through interprofessional collaboration and with the help of new technologies. And it is where we examine what political decisions mean for our businesses and for patient treatment. Anyone who wants to help shape the future of our profession needs to read OT.“

Alf Reuter

President of German Association of Orthopaedic Technology (BIV-OT)

I read OT to keep up to date with developments beyond my own day-to-day work. Practical specialist information and concise insights into current developments in the industry are particularly valuable for my daily work. The well-balanced mix of topics means that, despite my specialisation in paediatric prosthetics and orthotics, I never lose sight of the bigger picture. In my view, it is important for OT to reach apprentices and young professionals at an early stage, so that they can start engaging with these topics from the outset.

Clara Rocktäschel

Prosthetist and orthotist of Orthovital GmbH

OT combines high scientific standards with practical topics from P&O workshops and provides well-founded analysis of professional and industry policy developments. For manufacturers, it is an important barometer of the challenges and trends shaping the industry. I particularly appreciate the fact that topics relating to orthopaedic footwear technology are also regularly covered. OT stands out for its impartial journalistic approach and a balanced mix of topics that reflects the industry as a whole.

Jeannette Arend

Head of Marketing & Medical Affairs of Springer Aktiv AG

For me, OT is the key publication for keeping up with professional development alongside my day-to-day work and staying up to date. I regularly use the newsletter to keep informed about professional and industry policy developments, while I read the specialist articles in the monthly magazine. I particularly value the insights into practical examples from the workshop, which complement the scientific content and provide valuable inspiration for my daily work.

Raphael Giese

President of Fortbildungsvereinigung für Orthopädie-Technik (FOT)

Quotes

I. General information:

1. These General Terms and Conditions apply to all our offers and services.
2. Any other general terms and conditions of the client shall not apply and shall not be accepted, even if we do not expressly object to them.
3. No verbal agreements (including by telephone) exist.

II. Conclusion and content of the contract:

1. The receipt of an order by branch offices, publishing house representatives and other acceptance points does not constitute acceptance of the order. A contract shall only come into existence through the separately declared acceptance (order confirmation).
2. The exclusion of competitors of a client is not possible.
3. Advertisement orders (print) must be processed within two months of conclusion of the contract, unless otherwise agreed.
4. If we are unable to fulfil advertising orders or cannot do so on time due to force majeure, both we and the client may withdraw from the contract. In general, cancellation by the client after conclusion of the contract is not possible.
5. Placement requests (with regard to the specific position in a printed edition) of the client are merely non-binding details that do not become part of the contract. Nevertheless, we endeavour to implement the client's placement requests as far as possible, but no guarantee is given for the implementation of the placement requests.
6. Print documents and files must fulfil the specifications stated in the „Technical Data“ in order to reproduce an order correctly. Unsuitable or damaged print documents/files will be returned to the client.
7. Advertisements that are not recognisable as such due to their design will be clearly marked by the publisher with the word „advertisement“.
8. If print documents, files or advertising copy are not delivered by the client by the agreed deadline, we reserve the right to reject them.
9. Colour proofs are not provided. Proofs sent by e-mail must be checked for correctness by the client and returned corrected within 3 working days. Otherwise the authorisation to print is deemed to have been granted.
10. On request, the publisher will supply a copy of the printed advertisement free of charge after publication of the advertisement.

11. The publisher assigns a box number for each box number advertisement, which is shown in the advertisement instead of the client's name. In the case of box number advertisements, the publisher will exercise the due care of a prudent businessman when receiving, storing and forwarding incoming mail. Incoming mail will only be forwarded to the customer by normal post. A box number fee is charged for this according to the price list. The publisher reserves the right to open incoming offers for verification purposes in order to eliminate misuse. The publisher is not obliged to pass on commercial advertisements or brokerage offers.

12. In the case of banner advertising in digital newsletters, the positioning shall take place within the framework of the freely available space as selected by the client. If the customer does not make a selection in this regard, the placement is at the publisher's discretion.

13. The advertising banner can be linked to the client's website with a hyperlink if desired. The website communicated and linked by the client is called up when the advertising banner is activated with a mouse click. No guarantee is given by the publisher for the content of the linked website. The publisher distances itself from all contents of the linked pages.

14. The advertising banner must not be designed in such a way as to simulate a system message.

15. Any misleading information about the advertising purpose of the banner is not permitted.

16. The date of publication of the banner is agreed as the start of the performance obligation (start of utilisation).

17. The client is obliged to keep the target page to which the banner advert is linked available for the entire term of the contract.

18. Should the client discover any faults in the linking of the advertising banner, the client shall inform the publisher of these faults without delay.

19. The client undertakes to observe applicable law when designing the advertising banner and to ensure that no third-party rights of any kind are infringed. Should the client subsequently discover that the advertising banner violates applicable law and/or the rights of third parties, the publisher must be informed immediately. The client undertakes to indemnify the publisher against all third-party claims arising from the illegality of the advertising banner and/or the infringement of third-party rights. This obligation also includes, in particular, indemnification against all legal fees and court costs arising from any necessary legal defence.

20. The publisher is authorised to remove or deactivate the advertising banner immediately if there are indications that the banner and/or the linked target page of the client are illegal and/or infringe the rights of third parties. Indications of unlawfulness and/or an infringement of rights exist in particular if authorities and/or third parties announce or take measures of any kind against the publisher or the client and the measures are based on the allegation of unlawfulness or infringement of rights.

III. Labelling of advertisements/advertorials:

Advertisements or advertorials that are not recognisable as advertisements or paid content due to their editorial design will be clearly identified as such by the publisher in a legally permissible manner. Delivery of content for advertorials: In the case of advertorials, the client delivers the relevant content (such as image and/or text templates) on which the advertorial is to be based in good time. Indemnification: The client guarantees that the rights of third parties are not infringed by the content supplied and that the client is authorised to dispose of this content without restriction and free from the rights of third parties. In this respect, the client shall indemnify the

publisher in full against all third-party claims, including the costs of legal defence and/or prosecution.

IV. Prices and payment:

1. The discounts specified in the price list will only be granted for advertisements by a client that appear in print within one financial year (1 January to 31 December) - but for a minimum period of four months from the conclusion of the contract. Retroactive discounts for adverts/banners that have already appeared are not granted for extended orders.

2. Cash discounts are not granted.

3. In the event of default of payment by the client or in the event of circumstances which become known to us after conclusion of the contract and which call into question the creditworthiness of the client (e.g. an application for the opening of insolvency proceedings against the assets of the client, the initiation of out-of-court debt settlement proceedings, a suspension of payments or other circumstances which significantly reduce the client's creditworthiness) and which jeopardise our claim for consideration, we shall be entitled to declare all claims due with immediate effect and to execute outstanding advertising orders only against advance payment or provision of security.

V. Liability:

1. With the exception of injury to life, body and health and the breach of essential contractual obligations which make the execution of the contract possible in the first place and on the fulfilment of which the client may therefore rely (cardinal obligations), our liability is limited to damages which are attributable to intentional or grossly negligent behaviour. This limitation of liability also applies to our employees and other vicarious agents.

2. Obvious defects (e.g. colour deviations) must be reported within a period of 4 weeks after receipt of the document section by the client and shall otherwise be deemed approved.

3. The client warrants to be the owner of all necessary rights in respect of the content of the advertising orders placed or that it has obtained the necessary rights from the owner of the rights in advance. The client shall indemnify us against claims by third parties which are raised in connection with the contractual fulfilment of the advertising orders with regard to the materials provided by the client. Reimbursable costs shall also include the reasonable costs of legal defence incurred by us in the defence against third-party claims. However, we will inform the client immediately of any legal defence measures to be taken. In such disputes with third parties, we may only conclude settlements after consultation with the client. Otherwise, we shall bear all costs of the dispute ourselves. In the event of a claim by third parties, the client is obliged to provide us immediately, truthfully and completely with all information necessary for the examination of the claims and a defence.

4. We shall not be liable for the fault of vicarious agents or third parties engaged by us. This applies in particular to power failures or the failure of telecommunications and/or data processing equipment over which we have no control. In this respect, we do not guarantee one hundred per cent availability or accessibility of the advertising banners.

5. We guarantee the best possible reproduction of the advertising banner in accordance with the usual technical standard.

VI. Data protection:

1. The contracting parties undertake to treat as confidential all information and data which they receive from the contracting party in connection with the performance of this contract. The obligation extends beyond the termination of the contract.

2. All personal data will be treated confidentially and your interests worthy of protection will be strictly taken into account in accordance with the legal requirements. The data required for business processing is stored and, if necessary, passed on to our affiliated companies or our service partners as part of order processing.

3. The careful handling of your personal data has the highest priority. We comply with the legal provisions of the European General Data Protection Regulation (GDPR) when collecting, processing and using data. We reserve the right to amend this privacy policy from time to time so that it always complies with current legal requirements or to implement changes to our services in the privacy policy, e.g. when introducing new services. The new privacy policy will then apply to your next visit.

VII. Consent to the use of data

1. The personal data collected when you order goods or services will be used by us to manage your customer account and to fulfil and process your order and will also be passed on to Confaimed GmbH for the purpose of product information. This data is also used within the framework of the legal 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 such e-mail information, you can informally object to this at any time with effect for the future by contacting Verlag Orthopädie-Technik (e.g. by telephone at +49 (0)231 557050-50 or by e-mail to info@360-ot.de). You will not incur any costs in excess of the transmission costs according to the basic tariffs as a result of such an objection. For further information, please refer to our privacy policy.

2. I agree that Verlag Orthopädie-Technik may send me information and offers on other products from its range by e-mail for the purpose of advertising.

3. By registering for the live video talk, I agree that my data may be passed on to Verlag Orthopädie-Technik and third parties and that I may be sent information about the respective companies' own similar goods and services. I can object to this use of my contact data at any time, either as a whole or for individual measures, e.g. by e-mail or letter (contact address: Verlag Orthopädie-Technik, info@360-ot.de, Reinoldstr. 7-9, D-44135 Dortmund) without incurring any costs other than the transmission costs according to the basic rates.

VIII. Offsetting/assignment:

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

2. We are authorised to assign to third parties the claims to which we are entitled from the business relationship with the customer, insofar as the assignment of a claim is not excluded by law.

3. The client is only authorised to assign claims against us to third parties with our consent.

IX. Final provisions:

1. The law of the Federal Republic of Germany shall apply.

2. If the customer is a merchant, a legal entity under public law or a special fund under public law, our registered office shall be the exclusive place of jurisdiction for all disputes arising directly or indirectly from the contractual relationship. The same applies if the customer does not have a general place of jurisdiction in the Federal Republic of Germany, if a customer moves his domicile or usual place of residence abroad after conclusion of the contract or if his domicile or usual place of residence is unknown at the time the action is filed.

3. Should any provision of these GTC be or become invalid, this shall not affect the validity of the remainder of the contract.

Status: 10/2024

Contact

Jocelyn Blome

Head of Sales

jocelyn.blome@biv-ot.org

Phone: +49 (0)231 557050-61

Mobil: +49 (0)151 10841489

Christopher Fritsch

Sales Manager

christopher.fritsch@biv-ot.org

Phone: +49 (0)231 557050-64

Mobile: +49 (0)152 03391425

Susanne Böttcher

Publishing Management

susanne.boettcher@biv-ot.org

Phone: +49 (0)231 557050-54

Michael Blatt

Programme Management

michael.blatt@biv-ot.org

Phone: +49 (0)231 557050-59

Verlag Orthopädie-Technik

P.O. Box 100651 · 44006 Dortmund · Germany

Reinoldstraße 7-9 · 44135 Dortmund · Germany

Phone: +49 (0)231 557050-50

www.360-ot.de

Bank details

Dortmunder Volksbank

IBAN DE86 4416 0014 2501 7263 00

BIC GENODEM1DOR



We will be happy to advise you on our offers. Simply make an appointment with us.


Jocelyn Blome




Christopher Fritsch

