



MEDIA KIT 2015

connexi

Conferences | Education | Industry

the
paideria
group

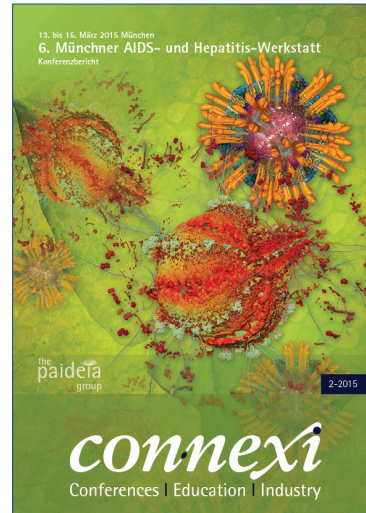
The *connexi* format: making an impact

Our *connexi* conference magazine piques curiosity and invites the reader to delve in.

The scientific content is organized in close cooperation with congress organizers. *connexi* magazine contains an article written by the congress president, scientific highlights from the conference, product and medical device information with regards to the conference topic, as well as a medical education calendar and literature reviews. Current industry news, health politics and new clinical research data are also presented. *connexi* summarizes the essence of the event, making it an important learning tool for both conference participants and non-participants.

Our many convention publication formats offer you precisely the right communication platform, whether a magazine insert or a custom-produced article. Each format offers its own methods and benefits – create your own combination and reap the synergies.

Every year *connexi* issues are published on a wide range of medical topics - from allergology to visceral surgery, life science topics as well as food and nutraceuticals.



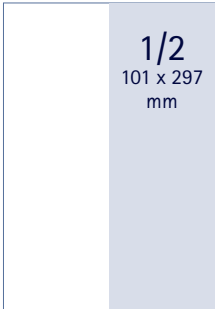
Formats and prices

Format (print space)	Size (width x height)	cmyk
1/1	185 x 241 mm	€ 3200
1/2 horizontal 1/2 vertical	185 x 120 mm 93 x 241 mm	€ 2000
1/3 horizontal	185 x 80 mm	€ 1200
1/4 horizontal 1/4 vertical	185 x 60 mm 101 x 130 mm	€ 950
Event pre-announcement ca. 1/4 upright bleed advert	111 x 140 mm	€ 900
Combined offer 1/1 advert + event pre-announcement	1/1 + 1/4 upright	€ 3500
Literature Special 1/3 vertical	70 x 241 mm	€ 1400
Preferential placements optional for back cover only:	Inside front cover or back cover partial UV-glazing	€ 3600 upon request
Customized formats	Prices for customized formats upon request	
Inserts, banderole	Prices for special inserts upon request	

Conditions of payment

Payment due immediately and payable upon receipt of invoice.
All prices quoted in Euros plus VAT.

Formats Part 1

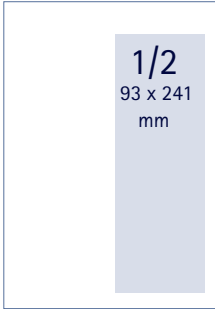
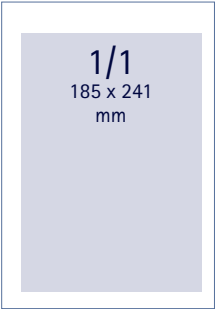


Magazine format
DIN A4: 210 mm wide x 297 mm high

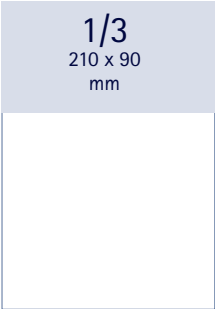
Display format
185 mm wide x 241 mm high

All measurements width x height

+ 3 mm border



Formats Part 2



Magazine format
DIN A4: 210 mm wide x 297 mm high

Display format
185 mm wide x 241 mm high

All measurements width x height
+ 3 mm border



Technical details

The Paideia Group GmbH can only accept advertisements electronically. Specific instructions are to be given regarding any special colours to be used.

- File format:** Please provide a print-ready PDF file, according to current editorial standards.
- Print document format:** Details can be found on pages 9-10.
Please provide a further 3 mm border at the edge of bleed adverts.
- Fonts:** Please use specified fonts only.
- Color scale:** Color files must be provided in CMYK (*not RGB*).
- Picture resolution:** min. 300 dpi.
- Proof:** Please provide a binding color proof/printout as well as a text binding proof of the file with every ad. We can only provide the correct printing if all documents regarding the ad are provided.
- Data transmission:** Please send all PDF print files by email to:
print@thepaideiagroup.com

Conferences 2015

Field	Medical Conference	Type	Location	Date
Aids / Hepatitis Hepatology	6 th AIDS and Hepatitis Workshop		Munich	13.-14.3.15
	50 th Annual Meeting of the European Society for the Study of the Liver	Review	Vienna, A	22.-26.4.15
	7 th German-Austrian AIDS Congress (DÖAK)		Düsseldorf	24.-27.6.15
	12 th HepNet Symposium	Review	Berlin	26.-27.6.15
	The Global Viral Hepatitis Summit		Berlin	26.-28.6.15
	dagnä Workshop 2015	Review	Cologne	11.9.14
Haematology Oncology	59 th Annual Meeting of the German Society for Thrombosis and Haemostasis Research	Review	Düsseldorf	24.-27.2.15
	47 th Annual Meeting of the German Society for Transfusion Medicine and Immunhaematology		Basel, CH	15.-18.9.15
	European Cancer Congress 2015	Review	Vienna, A	25.-29.9.15
	Joint Annual Convention of German speaking Societies on Hematology and Oncology 2015 DGHO		Basel, CH	9.-13.10.15
Internal Medicine	121. Kongress der Deutschen Gesellschaft für Innere Medizin DGIM	Review	Mannheim	18.-21.4.15

Conferences 2015

Field	Medical Conference	Type	Location	Date
Intensive Care	DIVI Kongress 2015	Review	Leipzig	2.-4.12.15
Cardiology Cardiac Surgery	81 st Annual Convention of the German Society for Cardiology DGK	Review	Mannheim	8.-11.4.15
	47 th Annual Convention of the German Society for Pediatric Cardiology DGPK		Weimar	6.-9.6.15
	ESC European Society of Cardiology		London, UK	29.8.-2.9.15
	39 th Scientific Annual Congress on Hypertension		Saarbrücken	19.-21.11.15
Neurology	88 th Annual Convention of the German Society of Neurology DGN		Düsseldorf	22.-26.9.15
Nephrology Dialysis Transplantation	38 th Nephrological Seminar		Heidelberg	19.-21.3.15
	24 th Erfurter Dialysefachtagung 13 th Expert Meeting on Dialysis	Review	Erfurt	7.-8.5.15 9.5.15
	52 nd ERA EDTA Congress		London, UK	28.-31.5.15
	7 th Annual Convention of the German Society of Nephrology DGfN	Review	Berlin	12.-15.9.15
	24 th Annual Convention of the German Transplantation Society DTG		Dresden	22.-24.10.15

Conferences 2015

Field	Medical Conference	Type	Location	Date
Emergency Medicine/ Trauma Surgery	German Interdisciplinary Emergency Medicine Convention DINK		Koblenz	5.-6.3.15
	German Convention for Orthopedic and Trauma Surgery 2015	Review	Berlin	20.-23.10.15
	10 th Annual Convention of the German Society for Interdisciplinary Emergency Medicine and Acute Care		Cologne	3.-5.9.15
Radiology Radiooncology	53 rd Annual Conference of the German Society for Nuclear Medicine DGN		Hannover	22.-25.4.15
	21 st Annual Congress of the German Society for Radiation Oncology DEGRO		Hamburg	25.-28.6.15
Rheumatology	43 rd Annual Congress of the German Society for Rheumatology DGRh		Bremen	2.-5.9.15
Pain	The German Pain Congress 2014	Review	Hamburg	22.-25.10.14
	26 th German interdisciplinary Pain and Palliative Care Congress	Review	Frankfurt/M	4.-7.3.15
	9 th Congress of the European Pain Federation EFIC®	Review	Vienna, A	2.-5.9.15
	The German Pain Congress 2015		Mannheim	14.-17.10.15
Urology	67 th Congress of the German Society for Urology e.V. DGU		Hamburg	23.-26.9.15

Publication details

ISSN-Nr: 2195-8645
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Edition: minimum of 3000 copies, varies according to target group/conference

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General conditions of contract

General Conditions of Contract for the insertion of adverts in the printed version of the conference publication CONNEXI Conferences |Education| Industry.

§ 1 Scope

- (1) These General Conditions of Contract apply for all contracts between the Client and The Paideia Group GmbH (hereinafter known as PAIDEIA), concerning the insertion of one or more adverts for distribution purposes in the magazine CONNEXI Conferences |Education| Industry (hereinafter known as CONNEXI).
- (2) Deviating General Conditions of Contract of the Client do not apply, even when these are not expressly rejected by PAIDEIA.

§ 2 Conclusion of contract

- (1) The Client places its required order (hereinafter known as the Order) for the required advert by phone, in writing, by email or by fax. The Order is regarded as a contractual offer.
- (2) The contract comes into force through the confirmation of order from PAIDEIA, which is issued in writing or by email, subject to some other individual agreement between the Client and PAIDEIA.
- (3) PAIDEIA is not liable for transmission errors. In accordance with the uniform principles of PAIDEIA, PAIDEIA is also entitled to reject advertising orders due to their content, origin or technical form. This applies, in particular, where their content transgresses against the law, official regulations or standards of public decency.

§ 3 Advertisement data

- (1) The Client is solely responsible for the correct and complete nature of the advertising text as well as for the layout and possible graphic elements. PAIDEIA does not provide any editing. The Client must provide the print files in time and in a perfect as well as suitable electronic format. PAIDEIA will immediately demand a replacement for visibly unsuitable or damaged copy materials.
- (2) The Client is obliged to send a printable file on CD, DVD or by email at the latest 3 days before the closing date to the Advertising Department

of PAIDEIA. The relevant requirements for this must be obtained from the editors of CONNEXI. Email: print@thepaideiagroup.com

- (3) Where the data is sent by email, the file size must not exceed 10 MB. The media information on Pages 9-10 provides details of the copy format for adverts. A separate agreement must be reached with PAIDEIA where special inks are to be used.
- (4) Each advert must be accompanied by a colour proof/printout (galley proof), as well as a binding text view of the file. Only when the complete documents have been submitted is it possible to check the adverts and thus ensure correct printing. In any event, a printout of the advert must be sent to PAIDEIA so that the copy can be checked.

§ 4 Advert delivery and advert content

- (1) Where the advert cannot be published at the agreed time, due to PAIDEIA not receiving the content of the advert in time, the Client is still obliged to pay the agreed remuneration.
- (2) The Client is responsible for the content and the legal admissibility of the advert and gives an assurance that it has all rights to the advertising data, in particular regarding the provisions of the competition and drug advertising laws. PAIDEIA is not obliged to check adverts as to whether these infringe against the rights of third parties. The Client is notified that it is not permitted to use copyrighted elements (texts, pictures, etc.) within the advert without the pertinent consent of the author. The Client completely exempts PAIDEIA from all claims by third parties due to infringements against copyrighted, personal, trademark or other industrial rights as well rights due to the infringement of other statutory regulations. The exemption also includes the appropriate costs for legal defence. The Client must also reimburse PAIDEIA the possible additional losses, in particular to bear the costs for a possibly required reply according to the applicable advertising tariff at the time.

§ 5 Editorial advertisements, supplements

- (1) By adding the word "Advertisement", or by some other suitable means, editorial advertisements must be clearly marked as adverts. Where there is no such marking, PAIDEIA is entitled, but not obliged, to add the required marking.

- (2) Orders for supplements are only binding for PAIDEIA after submission of a sample of the supplement and its approval. Supplements that contain third party adverts will not be accepted. Where the layout and print of the supplement appears to look like a newspaper and, due to the format or presentation, gives the impression to the reader of being an integral part of CONNEXI, they will be marked as "third party inserts" or will be marked as such in a similar manner.

§ 6 Test prints, advertising copy, printing materials and camera-ready copies

- (1) Test prints or galley proofs will only be supplied when expressly requested. The Client is not entitled to use, publish or otherwise distribute these for own or business purposes. The Client bears the costs for the production and dispatch of the test prints. In the event of the advertising order being altered after conclusion of the contract, the arising costs must be borne by the Client.
- (2) On request, PAIDEIA provides a copy of the advert with the invoice. Advertising excerpts, entire pages or complete issues will be supplied according to the type and extent of the advertising order. On request, PAIDEIA only supplies complete file copies for ¼ page adverts and above. Where a copy can no longer be obtained, this will be replaced by a legally binding certification from PAIDEIA concerning the publication and distribution of the advert.
- (3) Copy documents will only be returned to the Client where this is specially requested. Upon completion of the order there is no duty to preserve records.
- (4) The Client must bear the costs for the production of camera-ready copies.

§ 7 Prices/payment

- (1) The fee paid for the advert in the CONNEXI depends on the price list of PAIDEIA for printed adverts applicable at the time of concluding the contract. The fee is due and payable without deduction within 30 days of the invoice being issued by PAIDEIA.
- (2) The statutory rate of Value Added Tax is not included in the PAIDEIA price lists. This is shown separately on the invoice at the statutory rate on the day on which the invoice is issued.
- (3) The deduction of a discount is subject to a separate written agreement.
- (4) Where the Client is in default of payment, irrespective of the possibility of claiming compensation due to the delay, PAIDEIA is entitled to claim

the statutory rate of default interest. In the event of a default in payment, PAIDEIA can delay further execution of the current advertising order until full payment has been made and can demand prepayment for further adverts.

- (5) The right to offset claims by the Client is only possible where its counter-claims have been legally determined, are undisputed or are acknowledged by PAIDEIA. Retention rights can only be claimed by the Client against debts from the same contractual relationship.

§ 8 Warranty

- (1) PAIDEIA guarantees the customary printing quality will be provided for the issue in question, as far as is possible with the copy materials submitted.
- (2) Where the Client fails to note the recommendations of PAIDEIA concerning the production and transmission of digital copy, the Client cannot assert any claims due to faulty publication. This also applies, where the Client does not observe the other regulations of these General Conditions of Contract.
- (3) In the event of totally or partially illegible, incorrect or incomplete printing of the advert, the Client is entitled to a reduction in payment or a perfect replacement advert, but only to the extent by which the purpose of the advert was affected. Where PAIDEIA allows an appropriately given period of time for this purpose to expire, or where the replacement advert is again not perfect, the Client has a right to a reduction of the remuneration by a suitable extent or cancellation of the order. Where the faulty print of the advert is due to an error in the documents submitted by the Client, which only becomes clear upon printing, then the Client is not allowed any warranty entitlements.
- (4) Complaints must be submitted within four weeks of receipt of the invoice and copy.
- (5) In the event of errors in the advert, the statutory regulations in contract law otherwise apply.
- (6) Where the advertising contract is a commercial transaction for the Client, the Client is obliged to check the advert immediately after initial publication to ensure it is correct and complete and to give notice of possible errors immediately after initial publication, or for other errors immediately after these have been detected. Otherwise its warranty claims are excluded.

§ 9 Liability

- (1) Irrespective of the other statutory conditions of entitlement, the following exclusions of liability and amendments apply for a liability of PAIDEIA:
 - (a) PAIDEIA is liable insofar as this is due to their acting in a deliberate or gross negligent manner. For simple negligence, PAIDEIA is only liable for infringing an obligation, which when fulfilled actually only enables the proper implementation of the advertising contract and on whose compliance the Client may normally rely upon (so-called cardinal duty). Furthermore, liability for compensation for damages of any kind, irrespective of the basis for claim, including liability for default upon conclusion of contract, is excluded.
 - (b) Insofar as PAIDEIA is liable for simple negligence according to letter (a), the liability of PAIDEIA for damages is limited to circumstances which PAIDEIA would have typically expected to arise upon conclusion of contract.
 - (c) The aforementioned exclusions and limitations of liability do not apply for losses that must be compensated for in accordance with the laws on product liability, for losses of life, physical injury or health, for statutory claims or where PAIDEIA has granted a guarantee for the quality of the item..
 - (d) The aforementioned exclusions and limitations also apply towards the staff and the vicarious agents of PAIDEIA as well as to other third parties, who PAIDEIA makes use of for fulfilment of the contract.
- (2) The Client is liable for ensuring that the transmitted files are free of viruses. PAIDEIA can erase files with viruses, without the Client being able to derive any claims from this. PAIDEIA reserves the right to claim compensation where damage has been caused by the viruses.
- (3) PAIDEIA is free from the obligation to fulfil the contract in the event of force majeure and through no fault of their own in the event of labour disputes at PAIDEIA or in third party companies, which PAIDEIA employs to fulfil its obligations.

§ 10 Placement of adverts, rights of use

- (1) Adverts are published in specific editions or at specific places in the magazine, when this has been expressly agreed in writing, by fax or by email. Where no specific placement is agreed, PAIDEIA can freely determine the placement. Where an advert cannot be placed within an ordered edition, PAIDEIA can publish this advert at the same price in one of the next editions that is thematically similar.
- (2) The Client transfers to PAIDEIA all the necessary rights concerning copyright and related rights for use in printed and other media of all kinds, including the internet, in particular the right to reproduce, dis-

tribute, exhibit, present, transmit, provide public access, retrieve from a database, both temporal and in relation to content by the necessary extent for the scope of the order. The aforementioned rights shall be assigned in all cases unrestricted by location.

§ 11 Cancellation of contracts

Orders can only be cancelled in writing, by fax or by email. Where the advert has already been printed, the payment claim of PAIDEIA continues to exist in full. Otherwise, PAIDEIA can demand reimbursement of the costs incurred up to the time of cancellation in accordance with the statutory regulations.

§ 12 Severability clause

If one of the regulations of the contract with the Client, including these General Conditions of Contract, be wholly or partly void or impossible to implement, this shall not affect the other regulations. In this case, the contract shall be carried out with a regulation that comes closest to the void or impossible to implement regulation, taking into account the intended purpose of the contract between the parties. This also applies for possible omissions, which are replaced by such regulations, which the parties would have understandably entered into when taking into account the intentions and objectives of this contract, if they had been aware of the omission in the contract.

§ 13 Final provisions

Insofar as is legally permissible, the place of fulfilment and jurisdiction is the registered office of PAIDEIA.

Publisher

Managing Director: Anja Lamprecht
Registered Office: Berlin
Register court: AG Charlottenburg HRB 126215
Tax No.: 37/441/21188
VAT No.: DE 271852998

Banking details

HypoVereinsbank Unicredit Group
Account No. 616303848
BLZ 10020890
IBAN DE63100208900616303848
SWIFT (BIC) HYVEDEMM488

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