

# LABO

Fit for Lab

MEDIA GUIDE  
**2024**

[www.labo.de](http://www.labo.de)

55. Jahrgang / Einzelpreis 10 €

# LABO

9/2023

September 2023

Fit for Lab



IM FOKUS:

■ Labor 4.0 | Laborautomation

■ Mikroskopie

Print | Digital | Events | Services

# Table of Contents



## LABO

Fit for Lab

Use LABO for your market communication.

### Your advantages:

- a credible environment
- high reach
- high utility value for the target groups

### Wir machen Sie Fit for Lab.

LABO, the trade medium for the laboratory industry, reports on laboratory and analytical equipment, quality assurance and control, and presents new devices, methods, applications, and IT solutions. Every month with the print and e-paper edition, around the clock on all digital channels as well as the LABO user forums, readers and users stay Fit for Lab.

### "High target group affinity"

People who make investment decisions in the laboratory industry every day are guided by LABO:

- **Around 60% of the recipients are in a managerial position (owner/co-owner, management, plant manager, division or department manager)**  
(recipient file evaluation publisher's statement)

### Your successful media brand for the laboratory industry at a glance...

- Total monthly circulation **20,194** copies  
(Source: IVW, average values Q1-Q2/2023)
- **65,283** page impressions monthly average  
(Source: IVW-Online 08/2022 – 7/2023)
- Two newsletters per week to over **9,500** subscribers,  
(publisher's information 8/2023)
- Over **7,000** followers on the relevant social media channels  
(publisher's information 8/2023)

"LABO, the media brand for your successful B2B communication!"

With LABO you reach via the print magazine, the digital offer in the form of website, newsletter, social media as well as events across all media and networks the laboratory industry.

"Reach with LABO directly the decision makers in a high-quality editorial environment."

Total monthly circulation 20,194 copies  
(Source IVW, average values Q1-Q2/2023)

"Around the clock - with labo.de and the relevant social media channels!"

Around 800,000 page impressions per year (08/2022 to 07/2023, IVW-Online) and around 7,000 followers on XING, LinkedIn, Twitter, Facebook and Instagram: LABO for your successful online communication in the laboratory industry.

"LABO Events in presence and digital."

The LABO User Days, LABO Product of the Year Awards, the Webinar Theme Days and the in-house workshops are events for decision-makers and users in the laboratory industry.

"LABO Matchmaker+ – Orientation for your daily laboratory routine."

Generate new leads, attract new employees and present your products and services, job offers, webinars, whitepapers, event tips, videos, webshop, e-paper and much more in the perfect environment.

# Title Portrait

# LABO

Fit for Lab

<b>1. Title</b>	<b>LABO – Fit for lab</b>	
<b>2. Short characteristic</b>	<p>The LABO authors and editors report in a competent and user-oriented manner. They support laboratory professionals with practical tips for handling laboratory and analytical equipment, suggestions for quality assurance and quality control, as well as with the presentation of new instruments, methods and applications as well as IT solutions. The technical articles are practice-oriented and take new trends into account. German-language abstracts of original English publications provide insight into the research and methodology of international working groups. The editorial offering is supplemented by industry news, market overviews, tips, company portraits, interviews, management topics, and trade show and conference reports. LABO is read in the laboratories of the chemical, biotechnological and pharmaceutical industries, in state and private testing laboratories as well as in research institutions and universities.</p> <p>LABO reaches its target group in a cross-media and networked manner. With the trade magazine, the web portal <a href="http://www.labo.de">www.labo.de</a>, the newsletters, social media channels and events, LABO is always present with information and solution-oriented decision-making aids to its target group.</p>	
<b>3. Target group</b>	The readers are chemists, physicists, pharmacists, biologists, bio- and food chemists in industry and research as well as engineers, managers and investment decision-makers.	
<b>4. Publication frequency</b>	10 issues per year	
<b>5. Size</b>	DIN A4	
<b>6. Volume</b>	56th volume 2024	
<b>7. Subscription price</b>	Annual subscription print domestic 102,00 €, thereof 72,60 € booklet, 29,40 € shipping  annual subscription print abroad 112,20 €, thereof 72,60 € booklet, 39,60 € shipping  Single issue print 10,00 € incl. the current VAT, plus 3,00 € shipping costs.	Annual purchase of digital e-paper (domestic/foreign) 38,00 €, incl. the current VAT, without shipping costs.  Single edition digital e-paper (domestic/foreign) 8,99 €, incl. the current VAT without shipping costs.
<b>8. Circulation</b>	20,194 copies	
<b>9. Membership / Participation</b>	IVW, IVW-Online	
<b>10. Publisher</b>	<b>WEKA Business Medien GmbH</b> Richard-Reitzner-Allee 2, 85540 Haar Phone +49 89 25556-1900 <a href="http://www.labo.de">www.labo.de</a> , <a href="http://www.weka-businessmedien.de">www.weka-businessmedien.de</a>	
<b>11. Publisher</b>	WEKA Business Medien GmbH	
<b>12. Advertisements</b>	<b>Marco Heuberger</b> Media consultant Phone +49 89 25556-1917 <a href="mailto:mheuberger@weka-businessmedien.de">mheuberger@weka-businessmedien.de</a>	
<b>13. Editorial office</b>	<b>Dr. Barbara Schick</b> Editor-in-Chief Phone +49 89 25556-1916 <a href="mailto:labo-redaktion@weka-businessmedien.de">labo-redaktion@weka-businessmedien.de</a>	

# Circulation / Distribution

## Total distribution of LABO

10,942 + 9,252 = 20,194

Circulation print

Circulation digital  
(extended e-paper)

Circulation total

The current e-paper issue is actively distributed via the e-paper newsletter and additionally via the website [www.labo.de](http://www.labo.de)  
(IVW, average values Q1-Q2/2023)

## Trade journal circulation and distribution analysis

### 1. Print run control



2. Edition analysis	Copies per issue in the averaging 1st half of 2023*
Print run:	11,300
Total circulation	10,942 / thereof abroad 75
Paid circulation	10 / thereof abroad: 2
Subscribed edition	10 / thereof abroad: 2
Other sales	0
Free pieces	10,933
Residual, voucher and archive copies	358

\*(01.01.2022 - 30.06.2022)

### 3. Geographical distribution analysis

Economic area	Share of actual circulation	
	%	copies
Germany	99.0	10,868
Abroad	1.0	75
Total circulation	100.0	10,942

### 3.1 Distribution by postal code

Postal code area 2  
989 copies

Postal code area 4  
1,299 copies

Postal code area 3  
1,187 copies

Postal code area 5  
1,170 copies

Postal code area 6  
1,223 copies

Postal code area 7  
1,320 copies

Postal code area 1  
888 copies

Postal code area 0  
985 copies

Postal code area 9  
758 copies

Postal code area 8  
1,049 copies



# High-Class Target Group

## Sectors/Industries

	Share of total circulation	
	%	copies
Chemical and pharmaceutical industry	22.5	2,462
Medicine / Laboratory Diagnostics / Life Sciences	15.9	1,740
Food	19.1	2,090
Water and energy supply	11.8	1,291
Institutes / Universities / Colleges / Associations / Authorities	17.2	1,882
Testing and laboratory services	8.7	952
Manufacturing industry	2.0	219
Wholesale	1.5	164
Other	1.3	142
Total circulation (tvA)	100.0	10,942

(Source: publisher's information)

## Size of the business entity

	Share of total circulation	
	%	copies
1–9 Employees	7.8	853
10–19 Employees	10.3	1,127
20–49 Employees	13.4	1,466
50–99 Employees	10.9	1,193
100–199 Employees	9.1	996
200–499 Employees	7.7	843
500–999 Employees	8.6	941
Mehr als 1.000 Employees	14.2	1,554
Employees not yet surveyed/ not known	13.7	1,498
Other	4.3	471
Total circulation	100.0	10,942

## Responsibilities

	Share of total circulation	
	%	copies
Corporate Governance	16.9	1,849
Technical operation	8.6	941
Research and development	18.4	2,013
Construction	1.9	208
Laboratory	28.7	3,140
Production/fabrication/assembly	1.4	153
Materials management/purchasing/ logistics	2.9	317
Marketing	2.3	252
Organisation/administration/ personnel	1.8	197
Function not yet collected/not known	13.0	1,423
Other	4.1	449
Total circulation	100.0	10,942

## Position

	Share of total circulation	
	%	copies
Owner/Co-Owner	6.6	722
Management Board	29.0	3,173
Plant/Operations Management	2.3	252
Division Management	8.3	908
Head of Department	14.8	1,619
Group leader/Master	5.5	602
Clerk/Specialist	9.1	996
Research Assistant	11.8	1,291
Position not yet collected/not known	8.5	930
Other	4.1	449
Total circulation	100.0	10,942



## Analytics, Laboratory Technology and more:

### Lab 4.0

Automation, digitalisation, IT in the lab, labelling in the lab, artificial intelligence, lab and building management, LIMS, robotics, smart lab, software, networked laboratory

### Other established topics:

Occupational health and safety, chromatography (HPLC/GC), liquid handling, laboratory diagnostics, laboratory planning and equipment, cleanroom technology, laboratory construction, management: quality / certification / sustainability, microscopy, particle analysis, sample preparation, spectroscopy

### Environment

Water analysis, soil analysis, air analysis, elemental analysis, mobile analysis, microplastic analysis, sampling and sample preparation

### Food

Food analysis, drinking water analysis, residue/pesticide analysis, authenticity testing, molecular biological analysis/GMO analysis, sample collection and preparation, food chemistry, microbiology, feed analysis

### Life Sciences

Drug discovery, drug development, laboratory diagnostics, biochemistry & molecular genetics, bioanalytics, biotechnology, genomics (NGS) / metabolomics / proteomics / systems biology, cell biology and imaging

### Chemistry


Synthesis processes and analytical methods, structure elucidation, elemental analysis, polymer analysis, trace analysis, nanomaterials, materials testing, recycling

extended  
E-Paper

	Print-Issue with extended e-paper	Focus on	Supplier Directory	Special Newsletter	Trade Fairs and Events
January – February	1–2 DP: 14.02.24 AD: 24.01.24	Laboratory 4.0: Laboratory software / LIMS / Big data / AI Liquid Handling Analytica preview	LIMS Multichannel pipettes / Single channel pipettes	LIMS / Laboratory software 28.02.23 Liquid Handling 21.02.24 Analytica preview 26.02.2024	
March	3 DP: 20.03.24 AD: 28.02.24	Analytica Lab 4.0: Smart lab, IT in the lab, connectivity, AI Sustainability in the lab Winner product of the year 2024	Exhibitor portraits at Analytica	Analytica 20.03.24 IT in the lab 10.04.24 Sustainability 27.03.24	Analytica 09.-12.04.24
April	4 DP: 25.04.24 AD: 04.04.24	Laboratory 4.0: Laboratory planning, innovative laboratory equipment, sustainability Sample preparation Cannabis - analytics/quality control	Refrigerators and freezers Ultra-pure water systems Microwave digestion systems	Laboratory planning 29.04.24 Sample preparation 08.05.24 Cannabis 15.05.24	

# Topics / Dates 2024

extended  
E-Paper

	Print-Issue with extended e-paper	Focus on	Supplier Directory	Special Newsletter	Trade Fairs and Events
May	5 DP: 22.05.24 AD: 02.05.24	Laboratory 4.0 - Laboratory of the future Sample management / sample logistics / labelling Laboratory working environment with a focus on the shortage of skilled labour Review Analytica Preview Achema	Laboratory balances Company portraits / Recruiting	Analytica review 06.05.24 Working world laboratory / Focus on specialists 22.05.24 Sample management 27.05.24 Preview Achema 29.05.24	<b>LABO Anwendertag:</b> Labor 4.0 16.05.24 Future Labs Live 26.-27.06.24 Achema 10. - 14. 06.24
June	6 DP: 19.06.24 AD: 29.05.24	Particle analysis HPLC user knowledge Chromatography Mass spectrometry Elemental analysis	Particle size analysers Mass spectrometers	Particle analysis 26.06.24 HPLC 24.06.24 Elemental analysis 03.07.24 Mass spectrometry 08.07.24	
July – August	7-8 DP: 14.08.24 AD: 24.07.24	Water analysis Microplastic analysis Sustainability analysis Photometry Cell cultivation	TOC analysers Photometers Incubators	Water analysis 26.08.24 Microplastics / Environmental analysis 04.09.24 Sustainability 28.08.24 Cell cultivation 09.09.24	Ilmac 04. - 05.09.24
September	9 DP: 18.09.24 AD: 28.08.24	Laboratory 4.0: Automation / Robotics Microscopy Pharma: Research / Drug development	Pipetting robots Imaging systems Microtitre plate readers	Lab 4.0: Automation / Robotics 25.09.24 Microscopy 02.10.24 Drug development / pharmaceutical research 07.10.24	
October	10 DP: 16.10.24 AD: 25.09.24	The safe laboratory Clean room Laboratory 4.0: Smart Infrastructure Laboratory diagnostics	Safety cabinets Autoclaves Floor standing centrifuges	The safe laboratory 28.10.24 Smart Infrastructure 21.10.24 Laboratory diagnostics 06.11.24 Clean room 30.10.24	Medica / Compamed 11. - 14.11.24
November	11 DP: 21.11.24 AD: 31.10.24	Food analysis Laboratory management Spectroscopy/Chromatography	Muffle furnaces	Food analysis 20.11.24 Laboratory management 27.11.24 Spectroscopy/Chromatography 25.11.24	LABO Anwendertag: Labormangement 21.11.24
December	12 DP: 11.12.24 AD: 21.11.24	Environmental analysis Environment / Sustainability Basics for the laboratory Readers' choice: Product of the year 2025	Magnetic stirrers Laboratory peristaltic pumps	Environmental analysis 04.12.24 Basics for the laboratory 11.12.24	
Special issue	12 DP: 12.12.24 AD: 21.11.24	Buyers' Guide 2025	Focus: Instrumental analytics		



# Advertising Rates

## Advertising rates and formats

Advertising Rate Card No. 56, valid from 01.01.2024

Size	Width x Height in mm	Rates 1c / 2c	Rates 3c / 4c
1/1 page	180 x 252	€ 5,560	€ 6,830
Juniorpage	135 x 190	€ 3,890	€ 4,860
1/2 page	88 x 252 vertical 180 x 124 horizontal	€ 2,910	€ 3,880
1/3 page	56 x 252 vertical 180 x 80 horizontal	€ 1,850	€ 2,820
1/4 page	180 x 60 horizontal 88 x 124 corner	€ 1,220	€ 1,880
1/8 page	180 x 29 horizontal 88 x 60 corner	€ 730	€ 1,390
Cover page	180 x 180		€ 8,360
2nd + 4th Cover page	210 x 297		€ 7,660
3rd Cover page	210 x 297		€ 7,450

## Discounts

Acceptance within one insertion year.  
(Start with the publication of the first advertisement)

Frequency discount		Volume discount	
3 or more insertions	5%	2 or more pages	5 %
6 or more insertions	10%	4 or more pages	10 %
9 or more insertions	15%	6 or more pages	15 %
12 or more insertions	20%	9 or more pages	20 %
		12 or more pages	25 %

Auf Ad Specials und Beilagen sowie technische Kosten kein Nachlass.  
Kombi-Rabatte bei Crossmedia-Kampagnen auf Anfrage.

## Surcharges

Placement	Binding placement regulations possible from 1/3 page, surcharge 10%.
Color	Prices listed are for Euroscale, Surcharge for special colors on request
Size	Surcharges for bleed and waistband printing are not charged

## Extended e-paper

extended e-paper

In all e-paper editions of our print editions, multimedia content can optionally be integrated into your advertising medium.

Videointegration	€ 500
GIF-Animation	€ 500
Survey	€ 1,900
Image gallery	€ 1,500

## Categories

Job offers	25 % discount on the basic advertising price
Job applications	50 % discount on the basic advertising price

## Special forms of advertising

Prices for banderole, gate folder, flap, pincer banderole, altar fold display (only in connection with title), Cover Gate Folder, glued Advertising material etc. on request



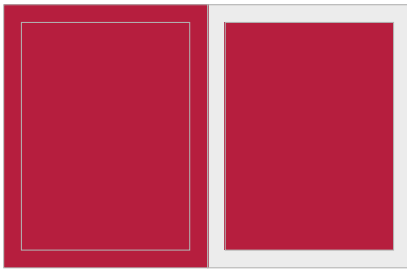
## Terms of payment

Direct debit with 2% discount, 10 days net

**Bank details:** HypoVereinsbank, Munich  
**IBAN:** EN 54 700 20 27 0001 002 1500  
**BIC:** HYVEDEMMXXX

# Bleed Formats

Size specifications width x height in mm



**1/1 page**

S: 180 x 252 mm

A: 210 x 297 mm



**Junior Page**

S: 135 x 190 mm

A: 150 x 213 mm



**1/2 page  
horizontal**

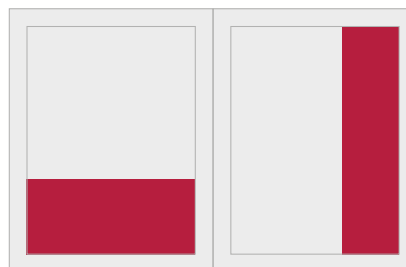
S: 180 x 124 mm

A: 210 x 147 mm

**1/2 page  
vertical**

S: 88 x 252 mm

A: 103 x 297 mm



**1/3 page  
horizontal**

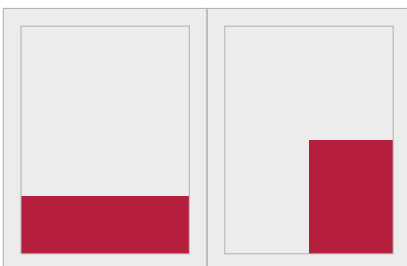
S: 180 x 80 mm

A: 210 x 103 mm

**1/3 page  
vertical**

S: 56 x 252 mm

A: 71 x 297 mm



**1/4 page  
horizontal**

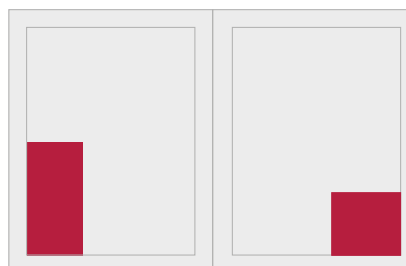
S: 180 x 60 mm

A: 210 x 83 mm

**1/4 page  
vertical**

S: 88 x 124 mm

A: 103 x 147 mm



**1/6 page  
vertical**

S: 56 x 124 mm

A: 71 x 147 mm

**1/6 page  
horizontal**

S: 88 x 80 mm

A: 103 x 103 mm



**1/8 page  
horizontal**

S: 180 x 29 mm

A: 210 x 52 mm

**1/8 page  
vertical**

S: 88 x 60 mm

A: 103 x 83 mm

Magazine format 210 x 297 mm

S: Type area format

A: Bleed format without bleed

Bleed allowance: 3 mm on the open sides



**Print advertising  
material please send  
an e-mail to:**

druckunterlagen@weka-  
businessmedien.de

# Print – Technical Data

## Technical data / Processing

Printing Process	Processing
Journal format	trimmed format 210 mm wide x 297 mm high plus 3 mm trim on all open pages
Type area	180 mm wide x 252 mm high 4 columns of 42 mm width
Printing process	Cover: Sheetfed offset Content: Web Offset
Colors	Printing colors (CMYK) according to ISO 12647-2 (PSO). Spot colors on the cover are in arrangement possible. Minor tonal value deviations are within the tolerance range of web offset printing justified. Black full tone surfaces should be printed with 40 % halftone in cyan can be underlaid.
Data Formats	Printable closed PDF files. Please one PDF file per single page. relevant graphic and text elements must be at least 5 mm away from the trim. Image resolution 300 dpi
Proof	Color-accurate proof according to "Media Standard Print" (bvdn). Digital proofs without FOGRA media wedges are as not color binding.
ICC profile	Cover: isocoated_v2_eci.icc (Fogra 39L) Content: PSO_INP_Paper_eci.icc (Fogra 48L). The corresponding profiles are stored under <a href="http://www.eci.org">www.eci.org</a> is available for download.
Data transmission	Please send the data (up to 10 MB) to <a href="mailto:druckunterlagen@weka-businessmedien.de">druckunterlagen@weka-businessmedien.de</a>
Data archiving	Data is archived, unchanged repetitions are therefore usually possible. A data guarantee is however is not taken over.
Warranty	For delays and failures, the can be caused by incorrect data, can we assume no liability.
Contact	Edith Vollhardt Phone: +49 89 25556-1912 <a href="mailto:evollhardt@weka-businessmedien.de">evollhardt@weka-businessmedien.de</a>



## Inserts / Bound inserts / Stickers / CDs

Inserts	
Minimum format	105 mm width x 148 mm height
Maximum format	in height and width 10 mm each smaller than the carrier product

Inserts must be trimmed and folded as finished end products be delivered. Folded products have to be closed towards the bundle and be suitable for machine processing.

Bound inserts	
Minimum format	115 mm width x 140 mm height
Maximum format	Format of the carrier product
Bleed	Booklet format: head trim 6 mm, front and foot trim min. 3 mm, add. + 3 mm milled edge in collar

Bound inserts must be delivered untrimmed and folded. Multi-sheet bound-in inserts must be closed towards the binding and folded for be suitable for machine processing.

The type and design of bound inserts must be such that additional preparation and processing is not required. Complications and additional folding and gluing work are handled separately. will be invoiced.

Before acceptance and confirmation of order is a binding sample, if necessary, a dummy sample with size and weight information.

Bound inserts must be designed in such a way that they are recognizable as advertising and cannot be confused with the editorial section. The placement of inserts depends on the technical possibilities. Bound inserts printed on a material other than paper can only be published with the prior consent of the publisher and be accepted by the post office.



### Shipping address

#### Delivery note:

For journal LABO, issue (No.)  
Vogel Druck, Leibnizstr. 5  
97204 Höchberg



### Terms of payment

Direct debit with 2% discount, 10 days net

**Bank Account:** HypoVereinsbank, Munich  
**IBAN:** EN 54 700 20 27 0001 002 1500  
**BIC:** HYVEDEMMXXX

Our general terms and conditions apply  
([www.labo.de/AGB](http://www.labo.de/AGB))

# Special Forms of Advertising



## Front page

**Size:** 180 mm x 180 mm

The content of the front page and cover story is coordinated with the editorial team. Achieve maximum exposure for your products and solutions.

**Price: € 8,360**



## Content package

**1/1 page Advertorial**

**Price: € 4,110**  
(not discountable)



## Cross-media package

plus 4 weeks presence of your advertorial under the corresponding section on the website plus a social media posting

**Price: € 5,380**  
(not discountable)



## Bound inserts

80 - 135 g/m<sup>2</sup>

2 sheets = 4 pages € 10.490

3 sheets = 6 pages € 13.830

Required delivery quantity: 11,500 copies



## Inserts

Inserts up to 25 g/piece

on request

Partial occupancy by postcode or Nielsen areas

Full edition Price  
(up to 25g, incl. postage)

€ 3,164  
(not discountable)



For your individual advertising presence we offer numerous Special forms of advertising - talk to us.



## Shipping address Special advertising formats

### Delivery note:

For magazine LABO, issue (No.)  
Vogel Druck, Leibnizstr. 5  
97204 Höchberg

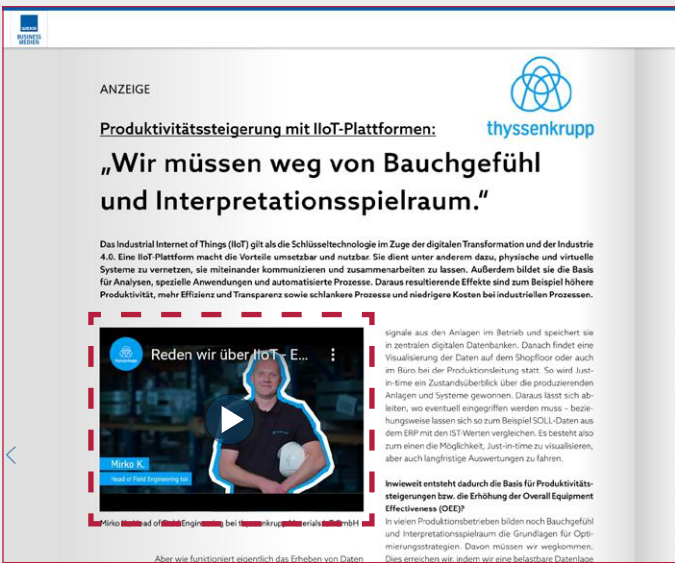
# Extended e-paper with Interactive Elements

Get even more attention and reach for your advertising

extended  
e-paper

Use the interactive possibilities of our extended e-paper:

Supplement your advertisement booked in the print edition with interactive elements such as videos, image galleries, GIFs or surveys in the extended e-paper. In this way, you can bring your advertised products and solutions to life and offer users considerable added value.



Extended e-paper	
In all e-paper editions of our print editions, multimedia content can optionally be integrated into your advertising medium.	
Videointegration	€ 500
GIF-Animation	€ 500
Survey	€ 1,900
Image gallery	€ 1,500





# Banner Formats Website

## ALL

online forms of  
advertising at a  
glance

### (1) Superbanner

€ 220 / 1,000 Ad Impressions  
(728 x 90 Pixel)  
\* Mobile: 4:1 / 300 x 75 Pixel

### (2) Billboard Ad

€ 380 / 1,000 Ad Impressions, (800 x 250 Pixel)  
\* Mobile: 4:1 / 300 x 75 Pixel

### (2) Billboard Video Ad

€ 520 / 1,000 Ad Impressions

### (3) Skyscraper

€ 230 left side / 1,000 Ad Impressions  
€ 260 right side sticky / 1,000 Ad Impressions  
(120 x 600 Pixel or 160 x 600 Pixel)  
\* Mobile: 4:1 / 300 x 75 Pixel

### (4) Halfpage Ad

€ 330 / 1,000 Ad Impressions  
(300 x 600 Pixel)  
\* Mobile: 2:1 / 300 x 150 Pixel

### (5) Medium Rectangle

€ 260 / 1,000 Ad Impressions, (300 x 250 Pixel)

### (5) Medium Rectangle Video Ad

€ 360 / 1,000 Ad Impressions

### (6) Baseboard Ad

€ 360 / 1,000 Ad Impressions  
(728 x 90 Pixel or 940 x 90 Pixel)  
\* Mobile: 6:1 / 300 x 50 Pixel

### (7) Fullsize

€ 190 / 1,000 Ad Impressions  
(468 x 60 Pixel)

### (8) Halfsize

€ 150 / 1,000 Ad Impressions  
(234 x 60 Pixel)

### (9) Landscape Video Ad

€ 530 / 1,000 Ad Impressions

International | Specials | Digitale Events | Laborgespräche | Newsletter | Shop | Media

**LABO**

Analytik | Labortechnik | Umwelt | Life Sciences | Chemie | Food | Wissenschaft + Wirtschaft | Service | LABO Kompass

Superbanner (1)

Billboard Ad (2)  
Billboard Video Ad (2)

Skyscraper (3)

Skyscraper (3)

Halfpage Ad (4)

Medium Rectangle (5)  
Medium Rectangle Video Ad (5)

Fullsize (7)

Halfsize (8)

Landscape Video Ad (9)

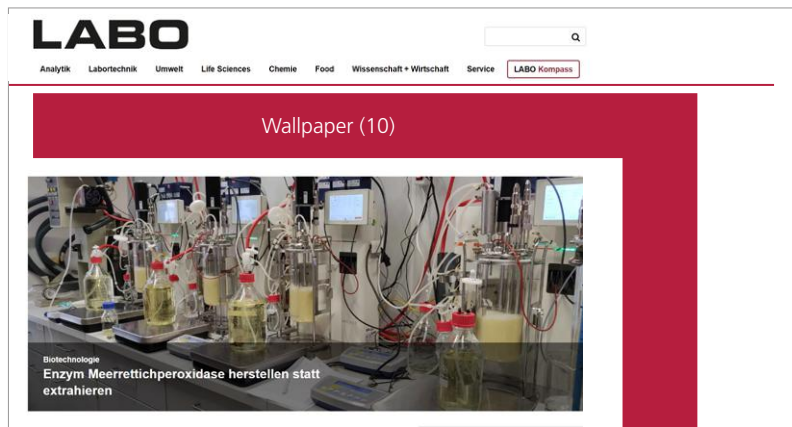
Baseboard Ad sticky (6)



Possible file formats: GIF, JPEG, HTML5,  
file size: max. 80 KB, Prices = thousand contact price  
Data delivery: 5 working days before start of campaign

# Special Formats & Banner Overview Mobile

## Special Formats



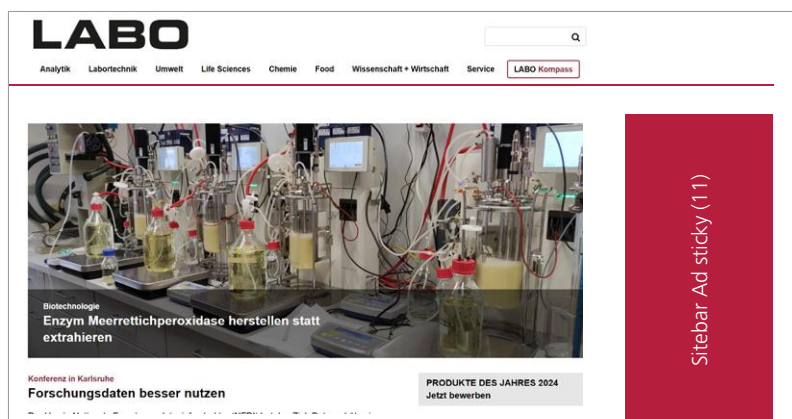
### (10) Wallpaper

**€ 340** / 1,000 Ad Impressions  
(728 x 90 Pixel / above,  
120 x 600 Pixel / right side, or  
160 x 600 Pixel / right side)  
\* Mobile: 2:1 / 300 x 150 Pixel



### (11) Sitebar Ad (sticky)

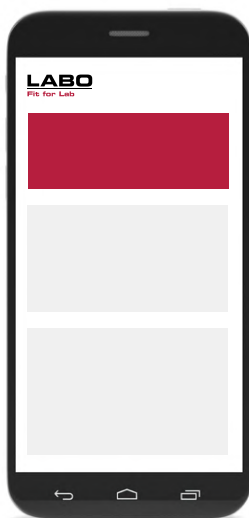
**€ 340** / 1,000 Ad Impressions  
(300 x 600 Pixel)  
\* Mobile: 2:1 / 300 x 150 Pixel



Possible file formats: GIF, JPEG, HTML5,  
file size: max. 80 KB,  
Prices = thousand contact price  
Data delivery: 5 working days before start of  
campaign

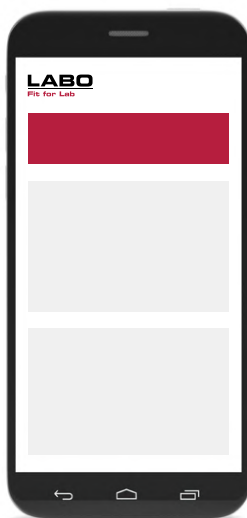
To ensure that your banner can also be delivered on mobile devices,  
please also send us the appropriate banner format too.

## Banner overview Mobile



### Mobile Content Ad 4:1

300 x 75 Pixel  
max. 50 KB



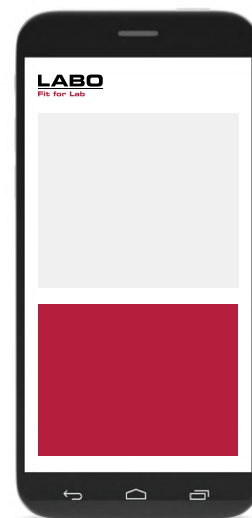
### Mobile Content Ad 6:1

300 x 50 Pixel  
max. 50 KB



### Mobile Content Ad 6:1

300 x 50 Pixel  
max. 50 KB



### Mobile Content Ad 2:1

300 x 150 Pixel  
max. 50 KB



# Banner Formats Website Video Ads

## NEW Video Ads

### New Product: Video Ads

- Integration of video ads on our specialist portals

#### Placements:

- Billboard Video Ad
- Medium Rectangle Video Ad
- Landscape Video Ad (large format)

(Can be booked individually or as a video rotation package).

#### Features:

- Video starts automatically without sound, audio can be activated by user interaction.
- Full-responsiveness: can also be played on mobile devices
- Video ad is clickable and can be linked to a target page
- Full tracking: Als, clicks, CTR

#### Playout:

- On all home, classified and article sites

#### Data delivery:

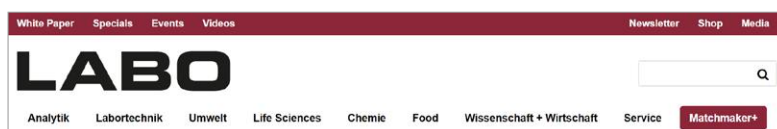
- Convenient delivery of only one video file
- Formats: MPEG4, 3GPP, MOV, AVI, MPEGPS, WMV
- Max size: 512 MB

#### 3GPP / MPEG-4

Resolution	Target bitrate for video files	Target bitrate for Audio files
320 x 240	192 kBit/s	32 kBit/s
176 x 144	56 kBit/s	24 kBit/s

#### MP4 / H.264 / AAC

Resolution	Target bitrate for video files	Target bitrate for Audio files
1920 x 1080	4.000 kBit/s	128 kBit/s
1280 x 720	3.000 kBit/s	128 kBit/s
1280 x 720	2.000 kBit/s	128 kBit/s
854 x 480	1.500 kBit/s	128 kBit/s
854 x 480	1.000 kBit/s	128 kBit/s
640 x 360	400 kBit/s	96 kBit/s



Billboard Video Ad (2)

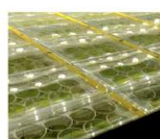


Biotechnologie  
Enzym Meerrettichperoxidase herstellen statt extrahieren

Konferenz in Karlsruhe

#### Forschungsdaten besser nutzen

Der Verein Nationale Forschungsdateninfrastruktur (NFDI) hat das Ziel, Datensätze in Zukunft besser zu nutzen. Die erste „Conference on Research Data Infrastructure“ von NFDI findet am Karlsruher Institut für Technologie (KIT) statt. [mehr...](#)



Pflanzenforschung

#### Algen geben Aufschluss über 600 Millionen Jahre Evolution der Pflanzen

Ein Forschungsteam hat für die einzellige Alge Mesotaenium endlicherianum, ein Vertreter der engsten Verwandten der Landpflanzen, einen großen Datensatz zur Genexpression erstellt und daraus molekulare Netzwerke ermittelt. [mehr...](#)

Anzeige



Medium Rectangle Video Ad (5)

Der Wettbewerb um die Produkte des Jahres geht in die zweite Runde. Im Herbst und Winter können die LABO-Leser und -Leserinnen wieder ihre Stimme abgeben. Doch bevor das Portal zum Leservoting öffnet, startet am 1. Juli 2023 die Bewerbungsphase. Bis zum 31. Oktober 2023 können Firmen ihre Produkte und Projekte vorstellen.

[Weitere Informationen >](#)

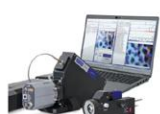
White Paper auf LABO.de



[Zur Gesamt-Übersicht >](#)

Neugierig geworden? In unserem Archiv finden Sie unter anderem folgende **PREMIUM White Paper:**

Whitepaper



Mobile Raman-Mikrospektroskopie

#### Konfokales Raman-System für Vor-Ort-Analysen

Oxford Instruments WITec stellt das mobile konfokale Raman-System „alphaCART“ vor. Damit können Forschende



Possible file formats: GIF, JPEG, HTML5,  
file size: max. 80 KB, Prices = thousand contact price  
Data delivery: 5 working days before start of campaign

## Users find suppliers - The Laboratory User Portal

LABO Matchmaker+ offers everything at a glance: Products and services, webinars, whitepapers, event tips, videos, market overviews, laboratory tips and much more.

# Matchmaker+



Topic specials



Videos



Market overviews



Events



laboratory tips



Shopping guide



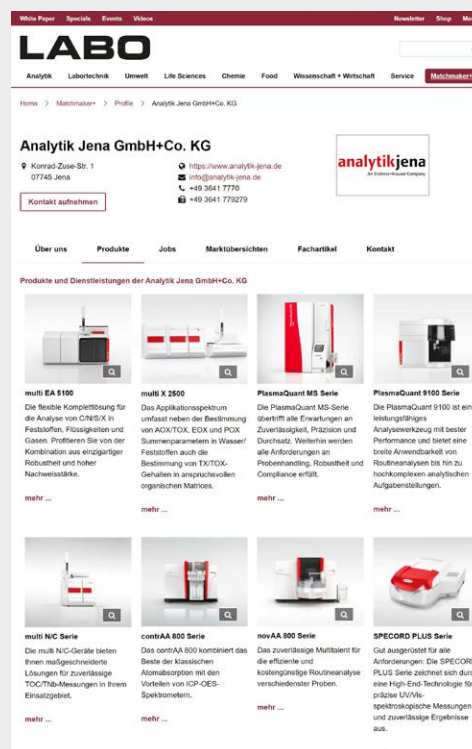
Webinars



Whitepapers

### Your advantages:

- Premium profile: Your business card
- Multimedia contents
- Listing of professional articles
- Job offers
- Leads from customers
- Highlighting in the provider search
- Insertion in editorial articles
- Keyword advertising
- Inclusion in newsletter
- Social media postings



Example

	Starter	Premium	Professional
• Individual company presentation with logo, free text, image and links to the website	✓	✓	✓
• Industry/product classification	✓	✓	✓
• Product presentations with images, descriptions and links	✓	✓	✓
• Listing of professional articles in the company profile	✓	✓	✓
• <b>Job offers</b>	✓	✓	✓
• Individual contact information incl. Google Maps integration	✓	✓	✓
• Top listing in search results	✓	✓	✓
• Logo insertion incl. linking in all editorial article pages	✓	✓	✓
• Multimedia content such as videos, interactive e-papers, browseable catalogues, etc.		✓	✓
• White papers, brochures, catalogues, other documents (PDFs)		✓	✓
• Logo insertion incl. link to company profile in newsletters (6x or 12x a year)		✓ (6x/year)	✓ (12x/year)
• Keyword advertising on LABO: 4 keywords with direct link to the premium profile		✓	✓
• Social media postings: on LinkedIn, Xing, Instagram, Facebook and Twitter (6x/year)			✓
<b>Price</b>	<b>2,990 €</b>	<b>4,990 €</b>	<b>6,190 €</b>

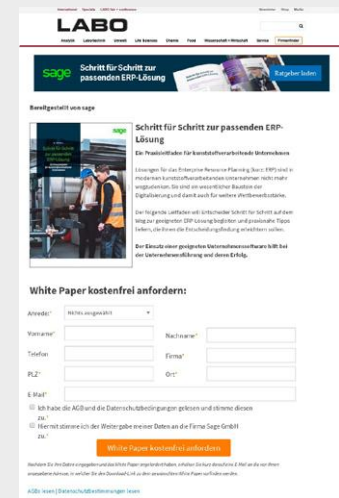
12 months, annual billing - start date freely selectable.

After 12 months, the subscription is extended indefinitely with a notice period of one month. We will gladly setup and maintenance of your profile (setup € 499 one-time, maintenance € 99 monthly)

# Lead Generation

## Lead-Generierung – Vermitteln Sie Ihr Know-how an die Zielgruppe

**ALL**  
Online advertising  
at a glance



The screenshot shows the LABO website interface. At the top, there's a navigation bar with 'LABO' and various menu items. Below it, a banner for 'sage' is visible. The main content area features a section titled 'Schritt für Schritt zur passenden ERP-Lösung' with a sub-header 'White Paper kostenfrei anfordern:'. Below this, there's a form with fields for 'Vorname', 'Nachname', 'Telefon', 'E-Mail', 'PLZ', and 'Ort'. There are also checkboxes for consent and a 'White Paper kostenfrei anfordern' button. At the bottom, there's a small disclaimer and a link to the privacy policy.

- Your white paper will be published on [www.labo.de](http://www.labo.de) and promoted with flanking online advertising media.
  - Banner advertising in at least two LABO newsletters.
  - At least two posts on LABO social media channels
  - Presentation of your white paper in the teaser area of [labo.de](http://labo.de) for two months
- Linking to a landing page created by us with input fields for download request (DSGVO-compliant).
- You generate high visibility on our channels and receive valuable leads after the completion of the campaign.
- We will be happy to provide you with an individual offer and support you in the creation of the whitepaper as well as the advertising material.

## Lead campaign with whitepaper

Period: 2 months

**Price: € 3,600** plus **€ 70** per lead

Optionally bookable with a customized newsletter.

**Price: € 5,200** plus **€ 70** per lead

## Webinar

If you are looking for an efficient tool for knowledge transfer, webinars are the ideal promotional format. In a webinar you communicate your new products and innovations and actively involve customers live via chat questions. Use a webinar to underline the benefits of your products and, at the same time, your thematic competence and company awareness.

### Leistungen:

- Advance announcement of the webinar in at least three LABO newsletters as well as at least two posts on the LABO social media channels
- Display Ad to promote your webinar on [labo.de](http://labo.de) for one month
- Announcement in a column for a total of one month
- Participant registration
- Briefing of your speaker and technical implementation
- Live broadcast incl. start and end moderation
- The webinar is then available for four weeks as an on-demand webinar for download.



Bild: fizkes / stock.adobe.com



**Price: € 4,690** (not discountable)

optional plus 1/1 page announcement of the webinar  
(layout is done by the publisher)

**Price: € 6,890**



Possible file formats: GIF, JPEG, HTML, PNG, Iframe,  
Redirect specifications correspond to recommended file  
size, max. 1 MB possible

# Native Advertising

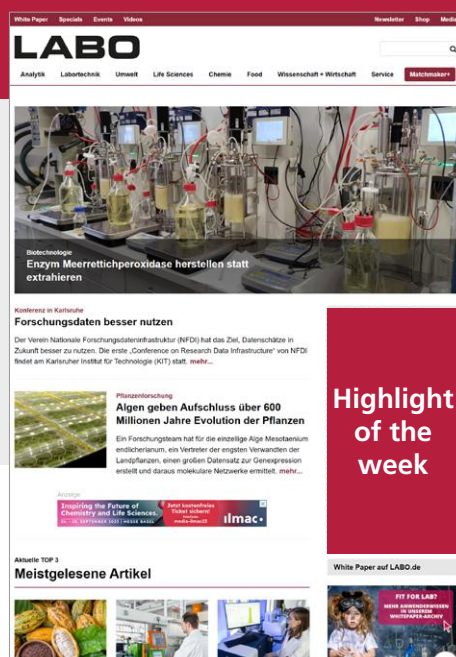
Native advertising – Your information in the look & feel of the editorial articles

The online advertorial is perfectly suited to discuss complex topics about to present to the readers for a longer period of time. Online advertorials are designed in such a way that the user perceives it as an editorial contribution become. In this way, your content will gain a high degree of credibility. Combine the Social Media Plus package for this native communication solution and simultaneously increase your social media reach!



## Highlight of the week also including newsletter

- Present your product, webinar or event one week on our website
- Headline: 40 characters including spaces, text: 250 characters incl. spaces, image: 300 x 250 pixels
- Link to your website or one of our designed microsite with your contributions



Highlight of the week



Highlight of the week

Price: € 620

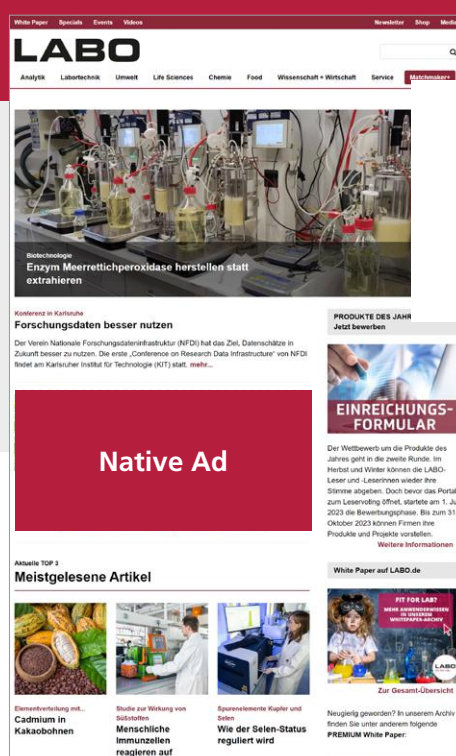
Highlight of the week combi

Price: € 1,530

(including a text ad / native ad in the newsletter, specifications see newsletter page)

## Native Ad of the week also including newsletter and Social Media Plus

- Native Ad in the look & feel of our specialist portal
- Headline: 40 characters including spaces, text: 300 characters incl. spaces, image: 180 x 150 pixels
- Link to your website or one of our designed microsite with your contributions



Native Ad



Native Ad of the week

Price: € 850

Native Ad combination

Price: € 1,810

(including a text ad / native ad in the newsletter, specifications see newsletter page)

Native Ad combination Social Media Plus Price: € 2,430

(additional publication on our social media channels)



# Social Media Posting

Social media posting – share content successfully through our channels

Complement your market communication and gain more attention for your products, solutions, videos, webinars and services via our social media channels.

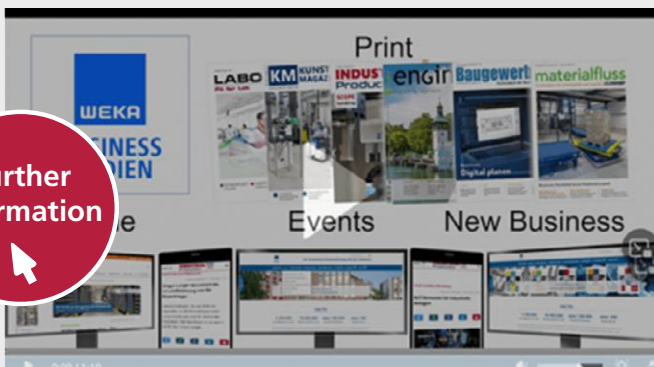
Choose your preferred date and use the independent topic environment of LABO and the reach of an interactive target group.

Bild: Production Perig/stock.adobe.com

## Your benefit

- News in real time
- Increase brand awareness
- Smart content for the right target group
- Interactive social media community

Further  
information



**Price: € 630**  
(not discountable)

**Follower: around 7,000**  
(publisher's information, Stand: August 2023)



# Customized Newsletter

## Customized Newsletter – Exclusively your news to the target group

Send your customized information exclusively to LABO's newsletter address pool.

### One message per customized newsletter

**Size:** 1 image + 1 message + 1 logo

**Text:** max. 1,500 characters (incl. spaces)

**Image width:** 630 pixels, maximum image height: 300 pixels

**Subject line:** max. 100 characters (incl. spaces)

**Links:** max. 5

**Sender:** LABO and advertiser

*Dates on request*

#### Your advantages:

- Exclusive newsletter for your information
- High attention for your company and your offer
- Individual scheduling
- Maximum 1 customized newsletter per week per company



**Price: € 4,300**  
(not discountable)

**Special configurations on request**



Example

## LABO USER DAYS

At our LABO User Day, we offer experts the opportunity to share their knowledge with our audience. The ideal presentation should last 30 to 40 minutes and present user-related solutions for the laboratory.

### Your advantages:

- Optimal target group approach
- Valuable lead generation through professional audience
- Emphasise the benefits of your products with a dynamic and interactive presentation benefit of your products and at the same time the competence of your company
- Promote your presentations: Benefit from the reach of LABO via print edition, newsletter, website and social media
- Lecture still available on-demand after the user day at [www.labo.de](http://www.labo.de) available

Various packages are available - please contact us.



Price: € 2,990

[zurück zu LABO.de](#)
[Newsletter](#)
[Shop](#)
[Media](#)

**LABO**

[Information](#)
[Programm](#)
[Rückblick Mai 2021](#)
[Partner werden](#)

[LABO Anwendertag](#) > [Information](#)

**Fit for Lab - Virtueller LABO Anwendertag**  
 Umwelt- und Wasseranalytik am 23. November 2021

Auf dem nächsten LABO Anwendertag am 23. November soll es um Verfahren für die Umweltanalytik und die Wasseranalytik gehen. Es können zum Beispiel Methoden für die Analyse von Umweltproben und Wässern (Trinkwasser, Oberflächengewässer, Abwasser oder auch Meerwasser z.B. in Bezug auf Mikroplastik). Auch die Probenvorbereitung kann an diesem Tag Thema sein.

**Partner dieser Veranstaltung sind u.a.:**

**Partner werden**

**Ansprechpartnerin Redaktion**  
  
**Dr. Barbara Schick**  
**Chefredakteurin LABO**  
[bschick@weka-businessmedien.de](mailto:bschick@weka-businessmedien.de)  
 Telefon: +49 6151 3096-1242

**Ansprechpartner Events**  
  
**Marco Heuberger**  
**Mediaberater**  
[mheuberger@weka-businessmedien.de](mailto:mheuberger@weka-businessmedien.de)  
 Telefon: +49 6151 3096-1601

[Home](#) | [Analytik](#) | [Labortechnik](#) | [Umwelt](#) | [Life Sciences](#) | [Chemie](#) | [Food](#) | [Wirtschaft + Forschung](#) | [Service](#)

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 Mediadaten  
 Medienraum  
 Digitale Events  
 Shop

**Service**  
 Newsletter  
 RSS  
 Kontakt  
 Sitemap  
 Kalender

**Weitere Angebote**  
 Specials  
 Firmenfinder  
 Bildergalerien  
 Videos  
 Produkt der Woche  
 LABO ePaper

**Über uns**  
 Redaktionsrat  
 Facts zu LABO  
 WEKA BUSINESS MEDIEN

**Weitere Websites**  
 INDUSTRIAL Production  
 KUNSTSTOFF MAGAZIN  
 materialfluss  
 Baugewerbe  
 Unternehmensmagazin  
 engine  
 WEKA BUSINESS MEDIEN

Folgen Sie uns: [Twitter](#) [LinkedIn](#) [Facebook](#) [YouTube](#) [Instagram](#)

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# Banner Formats Newsletter

**Premium placement  
Leaderboard (1)**

**LABO**  
Fit for Lab

Algen als Rohstoffquelle?

Ein internationales Forschungsteam entschlüsselte den kompletten Abbauweg eines Algenzuckers durch Biokatalysatoren eines marinen Bakteriums. Damit hat das Team die Basis geschaffen, um Algen als Rohstoffquelle für Fermentationen und zur Isolierung wertvoller Zucker zu erschließen.

Dr. Barbara Schick  
Chefredakteurin



**Position 1  
below editorials  
(2)**

**Position 2  
Inside the editorial messages  
(2)**

**Position 3  
At the end of the editorial messages  
(2)**

**Small Rectangle  
(3)**

**Small Rectangle  
(3)**

**SEPT  
24**

**Appointment entry**  
Headline for a long title news article over two lines and with a lot text.

More ▶

Advert  
Text Ad / Native Ad



5G in Industrie & Logistik

Megatrends wie Industrie 4.0 und autonome Fahrzeuge prägen die Gesellschaft. Diese Anwendungsfelder sind jedoch auf einen schnellen und jederzeit verfügbaren Echtzeit-Datenaustausch angewiesen. Mit 5G wird im Jahr 2020 die neueste Mobilfunkgeneration live gehen und die mobile Datenkommunikation auf ein neues Level heben. Die maximale Datenrate wird sich von 100 Mbit/s (LTE) auf 20 Gbit/s steigern.

Jetzt mehr erfahren...

More ▶

Advert  
Headline for you advert



OT meets IT

Wer auf Dauer erfolgreich sein möchte, kann sich der digitalen Transformation nicht entziehen. Die Digitalisierung und die damit einhergehende Vernetzung ziehen sich wie ein roter Faden durch alle Branchen und Lebensbereiche. Auch in der Produktion ist der Trend angekommen und das beeinflusst die Industrie über alle Ebenen der Produktionspyramide hinweg.

Jetzt mehr erfahren...

More ▶

**Exclusive newsletter**

Twice a week, LABO sends its newsletter to over 10.000\* recipients. This way, your customers receive customised news, product reports and technical articles. The LABO Newsletter is the ideal advertising medium for product presentations and company or seminar events.

\*Status August 2023 (publisher's information)

Over **9.500\***  
recipients

## (1) Leaderboard

€ 1,280

(630 x 90 Pixel, max. 200 KB),

## (2) Text Ad / Native Ad / Video Ad / Billboard

€ 1,010

Possible advertising forms

Text Ad / Native Ad / Video Ad /

Billboard (630 x 200 Pixel, max. 200 KB)

## (3) Small Rectangle

€ 410

(291 x 156 Pixel, max. 200 KB),

An image to be supplied by the customer

(logo or logo with textual content)

## Appointment entry

€ 590

Text: 130 characters including spaces and ad URL (max. 1 link)

## Text Ad / Native Ad

Visualization like articles

Header + text + image and target-URL (max. 1 link), Image: 225 x 127

Pixel, max. 200 KB, Headline: max. 40 characters, Text: max. 300

characters incl. space

## Video Ad

The video opens in a separate window with a click.

Linking to videos on YouTube or Vimeo possible.

## Exclusive newsletter

€ 4,290

4 insertions (Leaderboard and 3 Text Ads/Billboard)

+ 2 editorial messages

+ Mention within subject heading (no discounts)

The editorial staff of labo.de reserves the right to edit the articles in corporation with the customer.



All newsletter advertising forms are optimized for mobile devices.



**File format:** PNG, JPEG, GIF\* (\*only without animation)

**Data delivery:** 5 working days before the start of the campaign

# Topics / Dates Newsletter

	CW	Date	Topic
January	2	Wednesday, January 10	Top 10 of the year 2023
	3	Monday, January 15	Science, Economy, Products
	3	Wednesday, January 17	<b>News and MÜ autoclaves</b>
	4	Monday, January 22	Science, Economy, Products
	4	Wednesday, January 24	News and MÜ Laboratory balances
	5	Monday, January 29	<b>News and MÜ Laboratory shakers</b>
February	5	Wednesday, January 31	<b>News and MÜ Microtitre plate readers</b>
	6	Monday, February 5	<b>Top 10 articles of the month</b>
	6	Wednesday, February 7	<b>News and MÜ Bioreactors / Fermenters</b>
	7	Monday, February 12	<b>News and MÜ Bottle-top dispensers</b>
	7	Wednesday, February 14	<b>E-Paper 1-2/24</b>
	8	Monday, February 19	<b>News and MÜ Incubators</b>
March	8	Wednesday, February 21	<b>SNL: Liquid Handling</b>
	9	Monday, February 26	<b>SNL: Analytica preview</b>
	9	Wednesday, February 28	<b>SNL: Laboratory software/LIMS</b>
	10	Monday, March 4	<b>Top 10 articles of the month</b>
	10	Wednesday, March 6	<b>News and MÜ Magnetic stirrers</b>
	11	Monday, March 11	<b>News and MÜ Safety cabinets</b>
April	11	Wednesday, March 13	<b>News and MÜ Centrifuges</b>
	12	Monday, March 18	<b>E-Paper 3/24</b>
	12	Wednesday, March 20	<b>SNL: Analytica</b>
	13	Monday, March 25	Science, economy, products
	13	Wednesday, March 27	<b>SNL: Sustainability</b>
	14	Wednesday, April 3	<b>Top 10 articles of the month</b>
May	15	Monday, April 8	<b>News and MÜ Pipetting robots / automats</b>
	15	Wednesday, April 10	<b>SNL: IT in the laboratory</b>
	16	Monday, April 15	<b>News and MÜ Microwave digestion systems</b>
	16	Wednesday, April 17	Science, Economy, Products
	17	Monday, April 22	<b>News and MÜ Refrigerators/freezers</b>
	17	Wednesday, April 24	<b>E-Paper 4/24</b>
June	17	Friday, April 26	<b>Top 10 articles of the month</b>
	18	Monday, April 29	<b>SNL: Laboratory planning and equipment</b>
	19	Monday, May 6	<b>SNL: Analytica review</b>
	19	Wednesday, May 8	<b>SNL: Sample preparation</b>
	20	Monday, May 13	<b>News and MÜ Muffle furnaces</b>
	20	Wednesday, May 15	<b>SNL: Cannabis - Analysis / Quality control</b>
July	21	Wednesday, May 22	<b>SNL: Laboratory working environment / Focus on skilled labour</b>
	21	Friday, May 24	<b>E-Paper 5/24</b>
	22	Monday, May 27	<b>SNL: Sample management</b>
	22	Wednesday, May 29	<b>SNL: Achema preview</b>
	23	Monday, June 3	<b>Top 10 articles of the month</b>
	23	Wednesday, June 5	<b>News and MÜ Ultrapure water systems</b>
August	24	Monday, June 10	<b>News and MÜ Laboratory peristaltic pumps</b>
	24	Wednesday, June 12	<b>News and MÜ Dispensers</b>
	25	Monday, June 17	Science, economy, products
	25	Wednesday, June 19	<b>E-Paper 6/24</b>
	26	Monday, June 24	<b>SNL: HPLC</b>
	26	Wednesday, June 26	<b>SNL: Particle analysis</b>

	CW	Date	Topic
July	27	Monday, 1 July	<b>Top 10 articles of the month</b>
	27	Wednesday, 3 July	<b>SNL: Elemental analysis</b>
	28	Monday, 8 July	<b>SNL: Mass spectrometry</b>
	28	Wednesday, 10 July	Science, Economy, Products
	29	Monday, 15 July	<b>News and MÜ Coating thickness gauges</b>
	29	Wednesday, 17 July	<b>News and MÜ Vacuum drying ovens</b>
August	30	Monday, 22 July	Science, Economy, Products
	30	Wednesday, 24 July	<b>News and MÜ Bottle-top dispensers</b>
	31	Monday, 29 July	Science, Economy, Products
	31	Wednesday, 31 July	Science, Economy, Products
	32	Monday, 5 August	<b>Top 10 articles of the month</b>
	32	Wednesday, 7 August	<b>News and MÜ Pipettes</b>
September	33	Monday, 12 August	Science, Economy, Products
	33	Wednesday, 14 August	<b>E-Paper 7-8/24</b>
	34	Monday, 19 August	Science, Economy, Products
	34	Wednesday, 21 August	Science, Economy, Products
	35	Monday, 26 August	<b>SNL: Water analysis</b>
	35	Wednesday, 28 August	<b>SNL: Sustainability</b>
October	36	Monday, 2 September	<b>Top 10 articles of the month</b>
	36	Wednesday, 4 September	<b>SNL: Microplastics / Environmental analysis</b>
	37	Monday, 9 September	<b>SNL: Cell cultivation</b>
	37	Wednesday, 11 September	Science, economy, products
	38	Monday, 16 September	Science, Economy, Products
	38	Wednesday, 18 September	<b>E-Paper 9/24</b>
November	39	Monday, 23 September	Science, economy, products
	39	Wednesday, 25 September	<b>SNL: Laboratory 4.0 - Laboratory automation/robotics</b>
	40	Monday, 30 September	<b>Top 10 articles of the month</b>
	40	Wednesday, 2 October	<b>SNL: Microscopy</b>
	41	Monday, 7 October	<b>SNL: Drug development / Pharma</b>
	41	Wednesday, 9 October	Science, economy, products
December	42	Monday, 14 October	Science, Economy, Products
	42	Wednesday, 16 October	<b>E-Paper 10/24</b>
	43	Monday, 21 October	<b>SNL: Smart Infrastructure</b>
	43	Wednesday, 23 October	Science, Economy, Products
	44	Monday, 28 October	<b>SNL: The safe laboratory</b>
	44	Wednesday, 30 October	<b>SNL: Clean room</b>
January	45	Monday, 4 November	<b>Top 10 articles of the month</b>
	45	Wednesday, 6 November	<b>SNL: Laboratory diagnostics</b>
	46	Monday, 11 November	Science, Economy, Products
	46	Wednesday, 13 November	Science, Economy, Products
	47	Monday, 18 November	<b>E-Paper 11/24</b>
	47	Wednesday, 20 November	<b>SNL: Food analysis</b>
February	48	Monday, 25 November	<b>SNL: Spectroscopy/Chromatography</b>
	48	Wednesday, 27 November	<b>SNL: Laboratory management</b>
	49	Monday, 2 December	<b>Top 10 articles of the month</b>
	49	Wednesday, 4 December	<b>SNL: Environmental Analysis</b>
	50	Monday, 9 December	<b>E-Paper 12/24</b>
	50	Wednesday, 11 December	<b>SNL: Basics for the laboratory</b>
March	51	Monday, 16 December	Science, business, products
	51	Wednesday, 18 December	<b>Review of the year</b>

Explanation:

**MÜ:** Market overview, **SNL:** Special newsletter

# Terms and Conditions

## General Terms and Conditions for Advertisements and Promotion of WEKA Business Medien GmbH

(State 2019)

Here you will find the General Terms and Conditions (hereinafter referred to as "GTC") of WEKA Business Medien GmbH (hereinafter referred to as "WBM"), which applies to the use of the services of WBM.

For a service requiring registration with WBM, you must give your consent to the service in accordance with the applicable terms of use. To do so, please click on the "Agree" field or check the box in the opt-in procedure to give your consent. Through the Clicking on the "Agree" box or checking the box you declare that you have read the terms and conditions and agree with them. You can also print or download the terms and conditions.

**1. Scope of application:** The GTC shall apply to all services offered to the user on the WBM website especially for the paid content & services, for the lotteries as well as the marketplace and community area. Deviations from these Terms and Conditions or special terms of use for individual services shall only be deemed as agreed if they have been expressly confirmed in writing by WBM. In particular the mere omission of an objection on the part of WBM to other general terms and conditions does not mean that these are to be considered shall apply as agreed. WBM shall be entitled to amend these General Terms and Conditions at any time. WBM shall inform the user in good time about the change of the terms and conditions applicable to him. The change shall be deemed to have been approved by the user, if he does not object to the change within one month after receipt of the change notification or terminates the contract. In the event of an objection, WBM shall be entitled to terminate the agreement in due time. WBM in the notification of the changes to the possibilities of objection and termination, the period and the legal consequences, especially with regard to an omitted objection. Within the scope of the amendment of the General Terms and Conditions, WBM is in particular entitled, in the event of the invalidity of a condition to supplement or replace them with effect for existing contracts, in the event of a change in a legal regulation or supreme court jurisdiction, if one or more conditions are changed by this amendment of the contractual relationship, to adapt the affected conditions in such a way as to achieve the purpose of the changed legal situation, provided that the user is not affected by the new or changed conditions is worse than after the original condition. Any change including the updated version the GTC will be sent to the user by e-mail. WBM is not responsible for the information provided by third parties. Internet services that WBM links to from its pages or that WBM mediates. For these offers the terms of use of the respective providers apply. This applies in particular to cooperation partners on WBM. The offers of the cooperation partners on WBM merely represent a sales platform of the respective partner of WBM. When using the services offered by cooperation partners an independent legal relationship is established between the user and the cooperation partner, which is independent of the subject to any legal relationship between WBM and the user. The legal relationship between partner and user is exclusively based on the terms and conditions and operating processes of the cooperation partners. WBM assumes no liability or warranty for this.

**2. right of access and participation:** In principle, all users are entitled to access and participate. The following minimum information is required for competitions. Eligible to participate are all persons who have reached the age of 18, have completed their studies or can provide proof of a declaration of consent from a parent or guardian. Everyone By participating in the game, participants in the competition agree to this in the print edition, to be published on the website with name and photo, as well as in further rights of use for advertising and to consent to distribution purposes. Participation in competitions is open to employees of WEKA Business Medien GmbH, as well as for persons who were involved in the event of the game, are excluded. This also applies to for their relatives. Furthermore, WBM reserves the right to amend the regulations of competitions at any time. to change or correct. WBM concludes contracts for paid content and for the mediation of Internet access only with persons over 18 years of age or with the express consent of the legal representative. In all other respects the Internet pages are not directed to persons in countries which do not allow the provision or the call of the contents placed there. Each user is responsible for obtaining information about any restrictions before accessing these websites and to comply with them.

**3. availability:** The services of WBM are offered to the user subject to availability. WBM shall endeavor to ensure that the services of WBM are available to the user without interruption, stand. Due to maintenance work and/or further development and/or other malfunctions, the usage possibilities are restricted and/or temporarily interrupted. Thereby it can under certain circumstances can also lead to data loss. This does not give rise to any compensation claims by the affected users. Furthermore, WBM shall be entitled at any time and at its own discretion to without notice or to change or discontinue.

**4. contractual relationship:** The contractual relationship for the use of chargeable contents of WBM comes by registering with the desired and selected payment system provider, agreeing to the general terms of use and the respective acceptance by WBM. The acceptance by WBM takes place at the latest when access to the paid content is opened. About the use of services of third parties that WBM advertises on its pages or to which WBM provides access via its pages, contractual relationships are established exclusively between the user and the offering third party. WBM assumes no liability or warranty for this.

**5. opening of a user account:** For certain services on the pages of WBM, the user must or can open a user account. The user affirms that the information provided by him in the context of a registration or in the context of opening a user account on the pages of WBM personal data, in particular his first name, surname and postal address as well as date of birth and the e-mail address are true and correct, and that, if the information given there is WBM will be immediately notified of any changes to the data.

**6. payment transactions:** The fees for chargeable content shall be confirmed with a payment system provider to be chosen by the user. The terms of use apply exclusively, of the payment system provider selected by the user in each case, to which reference is made at the given point and appropriate assistance can be given. The remuneration claims are to be settled in accordance with the The customer shall settle the respective terms of use with the selected payment system provider. If the user does not meet his payment obligations or does not carry out payment transactions or such are debited, WBM shall be entitled, subject to further claims, to deny access of the user. If the blocking is due to outstanding claims and the user balances these claims, the off, the access is unlocked again. WBM reserves the right to involve third parties in the execution of the debt collection to be commissioned.

**7. user's obligations:** The user undertakes not to use the services of WBM for any purpose other than that for which they are violate applicable legal regulations and any contractual provisions. He undertakes in particular to ensure that any content distributed by him does not infringe any rights of third parties (e.g. copyrights, patent and trademark rights). trademark rights) violate that the applicable criminal laws and regulations for the protection of minors are observed and that no racist, Holocaust denying, grossly offensive, pornographic or sexual, endangering young people, extremism, glorifying or trivializing violence, glorifying war promoting a terrorist or extremist political group, inciting it to commit a crime, defamatory statement, insulting or unsuitable for minors or other criminal contents are distributed. If the user further undertakes, for the protection of the data, to use the recognized principles of data security and the obligations of the data protection regulations to check e-mails and queries sent to WBM for viruses with the greatest possible care, legal, official and technical regulations, his possible user name and password and to keep the identification and password secret, not to pass them on, not to tolerate any knowledge or and to take the necessary measures to ensure confidentiality, and in case of any misuse or loss of this information or any suspicion of such misuse or loss will be reported to WBM immediately to be displayed. Indications of misuse of the contents of WBM or the payment system are WBM shall also be notified immediately. The user shall indemnify WBM against any claims of third parties that may against WBM due to violation of their rights by this user. This includes also the costs of appropriate legal prosecution and defence. WBM reserves the right to reasonable suspicion of misuse of the services of WBM or the payment systems of this to block users from accessing their content and any existing user account, and to involve investigating authorities. The user may only assert claims against WBM with undisputed or legally binding claims. The user is only entitled to rights of retention due to claims from the individual, concrete contractual relationship, of which these GTC are a part.

**8. Liability:** WBM and its representatives or vicarious agents shall not be liable for damages, in particular due to delay, non-performance, poor performance or tortious act exists only in case of infringement essential contractual obligations, the fulfillment of which could be relied upon to a special degree. The exclusion of liability does not apply to intent and gross negligence. Any further liability of WBM is excluded, unless there are mandatory legal regulations. WBM is only liable for foreseeable damages. The Liability for indirect damages, especially consequential damages, unforeseeable damages or untypical Damages as well as loss of profit are excluded. The same applies to the consequences of industrial disputes, accidental damages and force majeure. WBM provides its own information and data as well as information from other providers by means of hyperlinks (Internet links) on the Internet and on mobile devices. This information and data are for information purposes only, without the user having to rely on the topicality, correctness or completeness of the information can be invoked or left. In this respect WBM does not assume any warranty or liability, in particular not for direct or indirect damages caused by the use of the information or data that can be found on the WBM websites. WBM assumes in particular no responsibility for contents or the functionality, accuracy or legality of websites third parties that are referred to by links from the WBM websites. WBM offers discussion forums and Chats on. The contents and information exchanged by users in these forums are not subject to any Control by WBM. For this reason, WBM does not assume any liability for the information posted in the forums. Content and information. The responsibility for the contents published by the user on the pages of WBM, lies exclusively with the user. WBM excludes any liability due to technical or other Interference off. WBM assumes no liability for any damage or loss, in particular during shipment. of the prizes to be handed over in the context of a lottery. The above limitations of liability apply to all contractual and non-contractual claims.

**9. Liability for defects:** If paid contents are not used due to incomplete or defective services of WBM by the user, the user shall be liable to pay the costs of the service provided by the The complaints will be handled either by WBM or the payment provider immediately after becoming aware of it. WBM shall be liable for justified and timely complaints, WBM shall deliver in the case of incomplete performance and in the case of defective performance according to your choice to repair or replace. The user can demand a reduction of the fees if attempts at rectification or replacement delivery are refused by WBM, are impossible or in any other way fail. There is no right of withdrawal in favour of the user.

**10. copyright:** All content, information, pictures, videos published on the pages of WBM and databases and computer programs (e.g. widgets) are protected by copyright. The use is only permitted for private personal use. Any use beyond this, in particular the private and commercial duplication, modification, distribution or storage of information or Data, in particular texts, parts of texts, images and film material, require the prior express consent of the author. Consent of WBM. This also applies to the inclusion in electronic databases and duplication on CD-ROM, DVD etc. Private and/or commercial duplication, modification, distribution, reproduction, modification, distribution or use of the or other misuse of computer programs. The user acquires by downloading or the sending of the source code of a computer program does not entitle you to any property rights. There will be no copyrights or other ancillary copyrights. If the service and/or the performances are discontinued, the user is obliged to immediately delete the source code provided. For the rest the legal limits that arise from copyright law and other applicable statutory provisions apply. regulations.

**11. contents sent in by the user:** The user who (e.g. in the context of competitions, reader actions, Internet competitions) to WBM (e.g. videos, photos, photo series, texts, etc.), declares itself to be in agreement with By sending in the application, you agree that the submitted content may be used free of charge on the Internet and in print copied, distributed and publicly reproduced. The user further declares that all copyright and other rights to the submitted content and that the graphic design of the submitted content (e.g. videos, photos, photo series), which are not only ancillary to a location or are part of depicted meetings, elevators or similar events, agree to the publication are. For persons under 18 years of age, the consent of the legal guardian is required. On the Contributions sent by post cannot be returned to the participant. The users commit no content with illegal, grossly offensive, pornographic or sexual content, content harmful to minors, extremist, glorifying or trivializing violence, glorifying war, advocating a terrorist or extremist political association, inciting to commit a crime, insulting statement or other punishable contents to WBM. Likewise the users not to send content that contains advertising or commercial content. WBM reserves the right to does not intend to publish submitted content. The user shall indemnify WBM in full against all claims of third parties free, which arise from the fact that the user violates his obligations under these terms or - contrary to this declaration - the user does not own all rights to the submitted content or does not have all rights to the persons do not agree with the publication. The submitted contents are personal statements made by users and do not represent the opinion of WBM. The user has no legal claim to Publication of the submitted content.

**12. Right of revocation:** The user is entitled to revoke his declaration of intent to conclude the contract within two weeks to revoke. The period begins at the earliest with receipt of this instruction. To the period preservation the timely dispatch of the declaration of revocation is sufficient. It must be made in writing without giving reasons and to address to: WEKA Business Medien GmbH, Richard-Reitzner-Allee 2, 85540 Haar In the event of an effective revocation, the services received by both parties are to be returned and, if applicable to publish the use made of it. If the user is able to return the received services in whole or in part or only in a deteriorated condition, compensation must be paid. However, the right of revocation shall not apply if WBM has expressly agreed to the execution of the service with the consent of the user has begun before the end of the revocation period or the user himself has started this execution has caused (e.g. by download etc.).

**13. Termination:** Each party reserves the right to terminate the contract for good cause. An important reason shall be deemed to exist in particular if the user continues to violate essential provisions of this Terms and Conditions and/or the user commits a misconduct directed against third parties by using the offer used by WBM for illegal purposes or for purposes that are a nuisance to third parties. All cancellations in accordance with these GTC must be made by written notification to the address mentioned in point 12. With If the termination becomes effective, access to the services of WBM shall be blocked.

**14 Place of performance/place of jurisdiction:** The place of performance shall be the registered office of the provider. In business transactions with merchants, legal entities under public law or special funds under public law is not permitted in the case of legal actions Place of jurisdiction is the registered office of the provider. As far as claims of the provider are not asserted in the dunning procedure the place of jurisdiction for non-merchants shall be determined by their place of residence. German law applies. If the domicile or habitual residence of the client, also for non-traders, is legal action unknown or has the client after conclusion of the contract his domicile or usual residence. If the customer moves his place of residence outside the scope of the law, the place of jurisdiction is the registered office of the provider, if the contract was concluded in writing.

**15. Final provisions:** In connection with the participation in lotteries legal action is excluded. Should individual provisions of these GTC including these regulations in whole or in part be invalid, the validity of the remaining provisions or parts of such provisions shall remain unaffected. The invalid or missing provisions shall be replaced by the respective legal regulations.

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