

MC | **FORUM**

FORUM FOR DISASTER
& MILITARY MEDICINE

MEDICAL CORPS

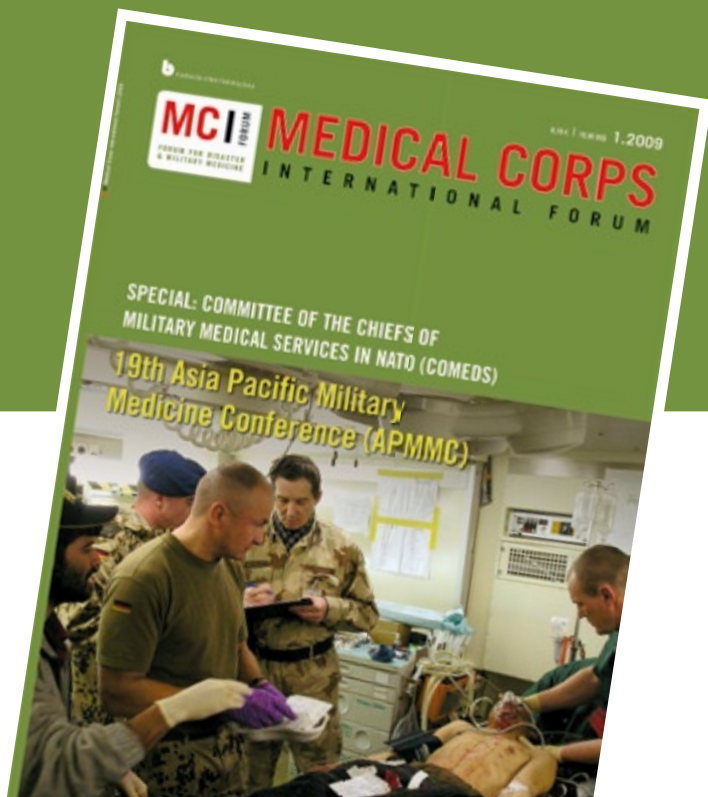
I N T E R N A T I O N A L F O R U M

www.mci-forum.com

MEDIARATES
2010



Beta Verlag & Marketinggesellschaft mbH
Celsiusstr. 43 | 53125 Bonn | Germany



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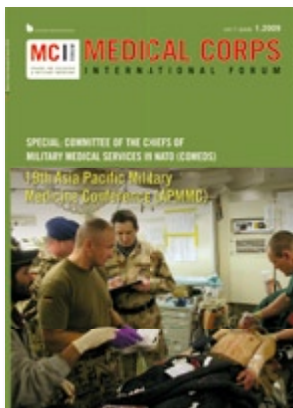
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MCIF IN BRIEF

At a time when the importance of the medical services in armed forces throughout the world is increasing with a view to resolving global crises and to providing professional assistance in natural or man-made disasters, the magazine **MEDICAL CORPS INTERNATIONAL FORUM (MCIF)** makes an important contribution to global understanding.

MCIF tackles a wide range of relevant topics from military medicine and emergency/disaster medicine. The magazine provides a topical and highly relevant platform for the crossborder dialogue between international medical services of the armed forces, cooperating institutions and aid organisations.

MCIF therefore provides professionals from all over the world with a unique forum for an exchange of views and opinions about this specific range of subjects.

MCIF offers you the outstanding opportunity of adequately approaching professionals in decision-making positions and of acquainting them with your company and its range of high-quality products and services.

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READERSHIP

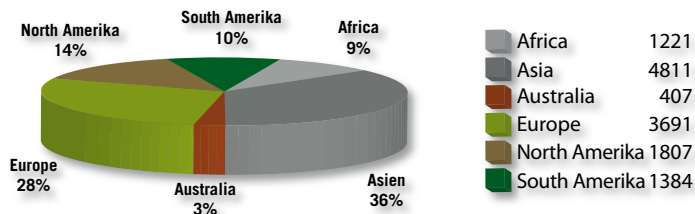
Emergency relief operations, armed conflicts, natural catastrophes - every day, we hear about missions performed by the armed forces medical corps and healthcare professionals from the emergency medicine services. But the newsreports in the media only reflect the tip of the iceberg, a tiny fraction of the permanently increasing workload of these organisations. Correspondingly, their need for top-quality equipment is increasing at an equally rapid rate. In its capacity as the leading independent forum for international professionals in military and emergency medicine, the **MCIF** provides the leadership of these organisations with the opportunity of exchanging views and opinions. Contributions from many different countries are complemented by articles from the **MCIF**'s editorial staff. Readers from more than 200 countries all over the world are using the **MCIF** to keep up-to-date with the latest developments in international military and emergency medicine. We can help you if you want to participate in this exchange of information.



www.mci-forum.com

MEDIA RATES 2010

Reader



20.000 online reader per month

Frequency: 4 issues per year

Circulation: 15.000 copies

The **MCIF** is published in English. Summaries are provided in Arabic, Chinese, French, Russian and Spanish in more than 200 countries all over the world.

THE EDITORIAL ADVISORY GROUP



Karsten Ocker (MD), Vice Admiral (ret.) (President)



Major General Paul Alexander, Head Defence Health Services



Médecin Général des Armées Prof. Dr. Bernard Lafont, Le directeur central












Lieutenant General Dato' (Dr) Sulaiman bin Abdullah, Director General of Malaysian Armed Forces Health Services



Major General Andreas Stettbacher (MD), Swiss Armed Forces

ADVERTISING RATES / PRINTING MATERIAL

All prices are subject to VAT. Advertisements are printed in 4 colours according to Euroscale without an extra charge.

Formates	mm [W x H]	Bleed size	Price (4c)
 1/1 page	185 x 267	213 x 303	€ 4.500,00
  2/3 page vertical horizontal	122 x 267 185 x 180	135 x 303 213 x 198	€ 3.700,00
  1/2 page vertical horizontal	90 x 267 185 x 135	103 x 303 213 x 148	€ 2.950,00
  1/3 page vertical horizontal	58 x 267 185 x 90	71 x 303 213 x 108	€ 2.300,00
  1/4 page vertical horizontal	90 x 130 185 x 65	103 x 148 213 x 83	€ 1.800,00

COVER PAGES

1/1 2 nd cover page (U2)	€ 5.400,00
1/1 3 rd cover page (U3)	€ 5.175,00
1/1 4 th cover page (back cover)	€ 5.850,00

BUSINESS MIRROR

Entry in the Business Mirror of the

MEDICAL CORPS INTERNATIONAL FORUM for 4 issues:

Per issue	€ 200,00
Plus internet	€ 250,00

Combi entry in **MEDICAL CORPS INTERNATIONAL FORUM** and **WEHRMEDIZIN UND WEHRPHARMAZIE** for 4 issues:

Per issue	€ 350,00
Plus internet	€ 450,00

REBATES

2 advertisements p.a.	5%
4 advertisements p.a.	10%
Agency Discount	10%

Customers who commission the same ad in our domestic magazine

WEHRMEDIZIN UND WEHRPHARMAZIE (Military Medicine and Military Pharmacology) receive a combination rebate of 10%.

INSERTS AND SUPPLEMENTS

Supplements of up to 25g € 3.750,00

Inserts, bound-in multi-page units,

insert cards, fold-out pages Prices on request.

Please do not hesitate to contact us if you have specific advertising requirements.

DATA TRANSMISSION




Renate Stieler /// Production Manager

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Please send us an INDESIGN®-document with all fonts and images required or a printable PDF (x3).

Images (TIFF, EPS, JPG) must be provided in the following resolutions:

- CMYK with 300 dpi original size 
- Grey tone with 300 dpi original size 
- Black and white drawings min. 600 dpi original size 

PROOF

Please provide us with a separate colour proof. Otherwise, we cannot guarantee full colour accuracy.

Prices:


Exposure / additional type setting or lithography work / lack of proofs: charged on a time and material basis.


Printing process:


Offset print, 4 colours, up to 60 screen size


FREQUENCY

Publishing Dates 2010

 Publishing Date: 31.03.2010
1/10 Booking Deadline: 23.02.2010
Copy Deadline: 26.02.2010

 Publishing Date: 30.06.2010
2/10 Booking Deadline: 21.05.2010
Copy Deadline: 25.05.2010

 Publishing Date: 30.09.2010
3/10 Booking Deadline: 23.08.2010
Copy Deadline: 25.08.2010

 Publishing Date: 22.12.2010
4/10 Booking Deadline: 16.11.2010
Copy Deadline: 18.11.2010

Sister publications:



General Terms and Conditions for Advertising Sales

1. For reasons of organizational effectiveness, economic considerations and our determination to treat our customers fairly and equally, the following General Terms and Conditions cannot be altered or modified and shall also prevail if the other party is using different or contrary terms and conditions. This Clause shall only be applied in legal dealings with an enterprise, a legal entity under public law or a special fund under public law. The General Terms and Conditions valid on the day of the contract date shall prevail (www.mci-forum.com).

2. Advertising sale means any contract concerning the publication of one or more advertisements on behalf of a commercial enterprise in a periodical publication for distribution purposes. Pull-out and fly leaf supplements are considered advertising for the purpose of these Terms and Conditions.

3. Advertising orders are legally binding for the client, whether they have been submitted personally, by phone, by mail, by fax or by email. If the client exercises his right to withdraw from the contract, the publisher or his advertising agent must be notified at least eight weeks before the date of release. If the order has been submitted through telecommunication channels, this provision shall only apply in legal relations with an enterprise pursuant to § 14 BGB (the German Commercial Code).

4. An advertising sale shall be considered binding for the Contractor once the written confirmation has been issued. Orders for pull-out and fly leaf supplements can only become binding for the advertising department after a sample has been received and approved. If the advertising department does not receive an objection from the Client within 10 days, the order shall be fulfilled as stated in the confirmation. The objection period for urgent orders (including those received by phone) which need to be processed immediately by the advertising department is 24 hours.

5. The publisher shall be entitled to refuse advertisements on the basis of their content, origin or technical form in compliance with standard procedures and reasonable publishing policies – even after a contract has been concluded – if the content is unlawful or immoral or if it violates official regulations or if a publication would be unacceptable for the publisher. The same applies to pull-out and fly leaf supplements. They can also be refused if their format and presentation seem intended to create the impression that they are an integral part of the magazine or paper.

6. No guarantee can be provided for the publication of advertisements or supplements in certain places. The publisher reserves the right to modify the content and/or the layout of his publication at any time. Circulation figures are provided without obligation or guarantee.

7. The publisher guarantees the faithful print reproduction of the advertisement as provided by the Client. Minor deviations of the final print and colours from the original are possible and shall not be considered as deficiencies under § 633 BGB (German Civil Code). If the printed advertisement has serious flaws, the Client shall be entitled to a reduction. In the event of grave defects which significantly undermine and impair the purpose of the advertisement, the Client shall be entitled to the publication of a faithfully reproduced replacement advertisement. If this replacement advertisement again turns out fl

awed, the Client shall have the right to reduce his payment or to cancel the order. The Client shall be responsible for the quality of the print masters. The Contractor shall not be liable for defects or deficiencies which result from defects or deficiencies of the print masters. This shall also apply in the event that any defects or deficiencies of the print masters have not been immediately recognized or become apparent only in the printing process. No guarantee can be given for the faithful reproduction of advertisements and/or modifications ordered by telephone. Advertisements which have been designed in such a way that their nature as commercial messages is not immediately apparent may be signposted as such by the advertising department.

8. The Client shall be responsible for the timely delivery of all printing documents and masters to the publisher's premises. The Client shall assume all costs for the production of made-to-order designs, printing blocks, lithographies and fair copy drawings. Test prints shall only be provided on the Client's special request. If the Client fails to return the test print within the period specified in the written order confirmation (provided the test print has been submitted to him on time), it shall be assumed that he has given his approval. After the advertisement has been published, the Client shall be provided with a voucher copy or a print-out of the page. Print masters will be only returned to the Client on his special request. The publisher's safekeeping duty expires three months after the publication date. The Client shall be responsible for the correctness of the result when supplying digital data. Any resulting technical and handling costs shall be charged to the Client.

9. Advertising orders must be fulfilled within one year of the contract date. If the Client has been given the right to call off individual advertisements, the order must be fulfilled within one year of the publication of the first advertisement. The Client shall be entitled to call off additional advertisements within separately agreed periods. The tariff chart valid at the time shall be considered a part of the agreement. The discounts specified shall only apply to the advertisements published within a period of one year. If the order is extended within the course of the insertion year, the higher discount rate will be retroactively applied to the advertisements already published. If the order is reduced, the lower rate will be correspondingly applied.

10. Warranty and compensation claims based on obvious defects shall be ruled out unless they have been duly and formally notified in writing within four weeks of the publication date. § 639 BGB shall not be affected. In the event that the order cannot be fulfilled due to reasons beyond the responsibility of the publisher, the Client shall be obliged to reimburse the publisher for his costs (typesetting, film production etc.). If the purchased advertisements have only been partially published due to reasons beyond the responsibility of the publisher, the Client shall have to make an appropriate pro-rata payment. Discounts shall be calculated on the basis of the number of actually published advertisements. In cases of ordinary negligence on the part of the Contractor, his legal representatives or vicarious agents, any compensation claims of the Client due to the non-publication or delayed publication of his purchased advertisements shall be limited to immediate damages which may be deemed foreseeable and typical for agreements of this kind. The Contractor shall not be held liable by

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enterprises in cases of ordinarily negligent violations of immaterial contractual duties. These limitations of liability shall not apply to damages caused intentionally or through gross negligence and personal injuries.

11. Invoices must be paid in full within 30 days after the invoice date. If the Client has failed to make his payment by the due date, the publication of any additional advertisement can be made conditional upon the pre-payment of the respective fee and the settlement of all outstanding invoices, notwithstanding the originally agreed term of payment. If the Client exceeds the term of payment, all payable amounts will become due immediately, including the fees for advertisements currently in print which have not yet been formally invoiced. The advertising department demands pre-payment for recruitment ads and occasional ads. The advertisements will only be inserted after the invoiced amount has been received. If the invoice address is different from the Client's postal address, this address will need to be identified as such.

12. Delayed and deferred amounts are subject to an interest rate of 8 percent above the basic interest rate plus the collection costs. Reminders will be issued at a charge of € 5 each. The Contractor reserves the right to fulfill an order only after he has received the corresponding payment. In the event that the Client requests insolvency proceedings to be opened or that his assets are otherwise charged or forfeited, all demands shall become due immediately. This also includes demands for advertisements which have as yet not been published.

13. All contracts are subject to German Law. Place of performance is Bonn. Place of jurisdiction for all rights and obligations including those emanating from bills and cheques is Bonn, inasmuch as the Client is a full trader, a legal entity under public law or a special fund under public law.

14. Contracts between autonomous subsidiary publishers in other countries and their customers are subject to the laws of the country where said subsidiary has been duly registered. Place of performance and place of jurisdiction is the domicile of the subsidiary publisher.

15. Any divergent provisions must be confirmed in writing.

16. We point out that the personal data required for purposes of distribution and the performance of contractual duties have been stored by us or by third parties.

17. If for certain reasons some of these terms and conditions were found to violate legal regulations, the other terms would continue to be valid. In all business dealings with enterprises, any wholly or partially invalidated provision shall be replaced by a regulation which reflects the economic purpose and intention of the original provision as faithfully as possible.

