Media Info
2024
The quarterly magazine |transkript has been successfully covering the life sciences in German-speaking Europe for 30 years: the focus is on biotechnology and BioPharma in business, research and politics – detailed background reports on highly relevant topics are enhanced by news, comments, interviews and service sections, including the special sections LABORWELT and medtech zwo in all issues.

Published:
quarterly, 4 issues per year

Volume:
Volume 30, 2024

Cooperation partners:
BIOTECH AUSTRIA, Deutsche Gesellschaft für Proteomforschung (DGPF), btS Life Sciences Studierendeninitiative e. V.

#1 Magazine
> 50% of our readers are decision makers!
> 9 of 10 German Biotech leaders read |transkript

<table>
<thead>
<tr>
<th>Issue</th>
<th>Topics and Events</th>
<th>Booking</th>
<th>Publication</th>
</tr>
</thead>
<tbody>
<tr>
<td>I</td>
<td>24</td>
<td>Special: Human Resources LABORWELT and medtech zwo</td>
<td>19 Jan. 24</td>
</tr>
<tr>
<td>II</td>
<td>24</td>
<td>Special Biomanufacturing LABORWELT and medtech zwo</td>
<td>22 Mar. 24</td>
</tr>
<tr>
<td>III</td>
<td>24</td>
<td>Special Early Drug Development LABORWELT and medtech zwo</td>
<td>09 Aug. 24</td>
</tr>
</tbody>
</table>

Geographic coverage:
- Germany .............. 56 %
- Switzerland ............ 22 %
- Austria ............... 20 %
- Others ................. 2 %

Circulation:
- Distributed circulation ...... 10,600
- Copies sold (subscriptions and part of membership package) ....... 4,520
- Complimentary copies (for trade shows, fairs, etc.) ........ 5,930
- Other, archive, and author copies .......... 150

Recipient by sectors:
- Companies pharma / medical / biotechnology ........ 32 %
- Public law and private industry research institutes ........ 23 %
- CRO & OMO / providers / financiers / suppliers / labs ........ 24 %
- Agriculture and food production ........ 8 %
- Industrial large-scale production / chemistry ........ 13 %
- Companies pharma / medical / biotechnology ........ 32 %
- Public law and private industry research institutes ........ 23 %
- CRO & OMO / providers / financiers / suppliers / labs ........ 24 %

Recipient by position (Top 3):
- Lab- / division- / unit leaders ........ 29 %
- Company- / operations management .......... 23 %
- Research / development / education ........ 21 %

Prices see page 6
LABORWELT is the technology section of |transkript. Here everything is about the application of modern products and processes in laboratory and production. It is a versatile forum for practitioners in science, research and industry – the ideal place to bring advertising specifically "to the bench" or to the management. From experts for experts.

LABORWELT

<table>
<thead>
<tr>
<th>Issue</th>
<th>Topics and Events</th>
<th>Booking</th>
<th>Publication</th>
</tr>
</thead>
<tbody>
<tr>
<td>I</td>
<td>Lab Automation</td>
<td>19 Jan. 24</td>
<td>01 Feb. 24</td>
</tr>
<tr>
<td>II</td>
<td>Analytica 2024</td>
<td>22 Mar. 24</td>
<td>04 Apr. 24</td>
</tr>
<tr>
<td>III</td>
<td>Cellbiology</td>
<td>09 Aug. 24</td>
<td>22 Aug. 24</td>
</tr>
</tbody>
</table>

The medical technology section in |transkript focuses on the groundbreaking innovations that are helping the medtech industry in Germany, Austria and Switzerland to achieve its current dynamic. medtech zwo reports in detail on start-ups, financing and, above all, on the constantly changing legal framework for companies.

medtech zwo

<table>
<thead>
<tr>
<th>Issue</th>
<th>Topics and Events</th>
<th>Booking</th>
<th>Publication</th>
</tr>
</thead>
<tbody>
<tr>
<td>I</td>
<td>Focus MedtecLive with T4M</td>
<td>22 Mar. 24</td>
<td>04 Apr. 24</td>
</tr>
</tbody>
</table>

For more than three decades, the BioTechnologie Kursbuch has been the standard work of the biotechnology industry in Germany, Austria and Switzerland. The 37th edition once again offers up-to-date facts and figures on the development of the life sciences industries, biopolitical backgrounds and statements, reports on global challenges and technological breakthroughs, interviews, commentaries and much more. But the young classic offers more than just reading material: for at least 12 months, the trinational yearbook will be given a lot of attention – making it an ideal long-term advertising medium.

Distribution
- as part of the BIOCOM CARD subscription, the Kursbuch is distributed to all |transkript and European Biotechnology readers in the German-speaking countries and to members of leading industry associations
- Distribution via the classic local bookshops and the leading international online platforms
- year-round, targeted presence at events physical/digital

Frequency:
yearly

Volume: Volume 37, 2024

Publication date: 20 June 2024

Booking deadline: 31 May 2024

Format: 190 x 250 mm

Distributed circulation: 8,000 copies

Prices see page 6
For two decades now, the European Biotechnology Life Sciences and Industry Magazine has been covering the scientific, political and economic development of the biotech, BioPharma and bioeconomy sectors in the 27 countries of the European Union as well as in Switzerland, Great Britain and Norway. With a circulation of more than 12,000 copies, the journal is the ideal platform for pan-European marketing campaigns to take advantage of the common economic area.

**Published:** quarterly, 4 issues per year  
**Volume:** Volume 23, 2024

**Cooperation partners / Industry networks:**  
BIOTECH AUSTRIA, European Biotechnology Network, European Circular Bioeconomy Fund ECFB, LISAvienna, Swiss Biotech Association SBA, ASEBIO, Young European Biotech Network YEBN

**Mediapartner events:**  
BIO-Europe Partnering Conferences, BioFIT, Chemspec Europe, CPHI Worldwide, PharmaLab Congress, Swiss Biotech Day, etc.

<table>
<thead>
<tr>
<th>Issue</th>
<th>Topics and Events</th>
<th>Booking</th>
<th>Publication</th>
</tr>
</thead>
</table>
| Spring 2024 | Bioprocessing / Precision fermentation  
Event: BIO-Europe Spring | 23 Feb. 24 | 7 Mar. 24   |
| Summer 2024 | Achema 2024  
Events: Chemspec Europe + Special:  
BioFairs Compass | 10 May 24 | 23 May 24   |
| Autumn 2024 | CDMOs & CROs  
Events: CPHI + BIO-Europe | 13 Sep. 24 | 26 Sep. 24  |
| Winter 2024 | Novel Drug / New Drug Format  
Events: BioFIT + Special: BioFairs Compass | 22 Nov. 24 | 5 Dec. 24   |

**Geographic coverage:**  
Western Europe (GB, IRL, F and BeNeLux) 24 %  
Southern Europe (P, E, I, GR, M and CY) 22 %  
Central Europe (D, A and CH) . . . . . . . . . . 22 %  
Northern Europe (S, FIN, DK and NOR) 16 %  
Eastern Europe (PL, CZ, SK, HR, HUN, SLO, LT, LET and EST) . . . . . . . . . 12 %  
Other regions (USA, CDN, J and IND) . 4 %

**Circulation:**  
Distributed circulation . . . . . . . . . 12,000  
Subscriptions and part of memberships 7,310  
Complimentary copies, . . . . . . . . . 4,340  
Other, archive, and author copies . . . 350

**Recipients by sectors:**

- **32%** Companies pharma / medical / biotechnology  
- **27%** CRO & CMO / providers / financiers / suppliers / labs  
- **14%** Industrial large-scale production / chemistry  
- **14%** Agriculture and food production  
- **11%** Public and private industry research institutes  
- **2%** Private subscribers / other

**Recipients by position (Top 3):**

- **24%** Lab- / division- / unit leaders  
- **21%** Politics / foreign trade / public funding  
- **18%** Company- / operations management

Prices see page 6
Biotech & Medtech Guides –

26th Guide to German Biotech Companies

The international business card of Germany’s researching and developing biotech companies: This book in English language presents companies and service providers with two-page profiles. The annually published guide is distributed by BIOCOM, through associations such as the European Biotechnology Network as well as at international and national events.

Volume: Vol. 26, 2024
Publication date: 28 Oct. 2024
Booking deadline: 23 Sept. 2024

14th European Biotechnology Science & Industry Guide

This successful presentation of European companies and institutions will be presented at the BIO-Europe Spring Partnering Conference in March. In addition, it will be distributed and displayed at numerous international life sciences and pharmaceutical conferences – both in printed publication and simultaneously as a digital version for all online events.

Volume: Vol. 14, 2024
Publication date: 13 March 2024
Booking deadline: 12 Febr. 2024

Guide to German Medtech Companies

This book in English with profiles of medical technology companies and suppliers covers the entire value chain of medical technology products and healthcare services. Global, year-round distribution at around 20 international events, congresses and trade fairs in the healthcare industry and supplier industry. In addition, the cooperation partners introduce themselves – among others Germany Trade & Invest, BVMed e.V., SPECTARIS, VDMA, Medical Valley EMN, Life Science Nord, Medical Mountains and IVAM.

Volume: Volume 9, 2024
Publication date: Jan. 2024
Booking deadline: 24 Nov. 2023

Volume: Volume 10, 2025
Publication date: Jan. 2025
Booking deadline: 22 Nov. 2024

Facts and figures for all guides

| Frequency:       | yearly                                               |
| Distributed circulation: | more than 10,000 copies each                      |
| Format:         | 190 x 250 mm                                       |
| Language:       | English                                             |
| Production:     | high-quality bound, four-colour printed             |
| Features:       | digital editions of the guides                      |
| Entry fee:      | see page 13                                         |

Prices see page 6
### Advertisement rates Magazines

<table>
<thead>
<tr>
<th>Description</th>
<th>Rate</th>
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</thead>
<tbody>
<tr>
<td>1/1 page (4c)</td>
<td>3,400 €</td>
</tr>
<tr>
<td>1/2 page vertical / horizontal (4c)</td>
<td>2,000 €</td>
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<tr>
<td>1/3 page vertical / horizontal (4c)</td>
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</tr>
<tr>
<td>1/4 page vertical / horizontal (4c)</td>
<td>1,300 €</td>
</tr>
<tr>
<td>Surcharge for special placements (e.g. cover pages)</td>
<td>500 €</td>
</tr>
<tr>
<td>Product information (1/3 page)</td>
<td>400 €</td>
</tr>
<tr>
<td>1/1 page advertorial / company profile</td>
<td>3,400 €</td>
</tr>
<tr>
<td>2/1 page advertorial / company profile</td>
<td>5,000 €</td>
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#### Job offers

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<td>1,200 €</td>
</tr>
<tr>
<td>1/2 page vertical / horizontal 4c</td>
<td>600 €</td>
</tr>
<tr>
<td>1/4 page vertical / horizontal 4c</td>
<td>300 €</td>
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#### Inserts (incl. production)

<table>
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<tr>
<td>2 pages</td>
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<tr>
<td>4 pages</td>
<td>7,000 €</td>
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#### Supplements

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<tr>
<th>Description</th>
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<tr>
<td>up to 25 g</td>
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<tr>
<td>up to 50 g</td>
<td>3,500 €</td>
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### Advertisement rates Kursbuch

<table>
<thead>
<tr>
<th>Description</th>
<th>Rate</th>
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</thead>
<tbody>
<tr>
<td>1/1 page (4c)</td>
<td>3,400 €</td>
</tr>
<tr>
<td>1/2 page vertical / horizontal (4c)</td>
<td>2,000 €</td>
</tr>
<tr>
<td>1/3 page vertical / horizontal (4c)</td>
<td>1,500 €</td>
</tr>
<tr>
<td>1/4 page vertical / horizontal (4c)</td>
<td>1,300 €</td>
</tr>
<tr>
<td>Surcharge for special placements (e.g. cover pages)</td>
<td>500 €</td>
</tr>
<tr>
<td>1/1 page advertorial / guest contribution</td>
<td>3,400 €</td>
</tr>
<tr>
<td>2/1 page advertorial / guest contribution</td>
<td>5,000 €</td>
</tr>
<tr>
<td>Surcharge for special placements (e.g. cover pages)</td>
<td>500 €</td>
</tr>
<tr>
<td>Service-profile (1/2 page 4c, horizontal, incl. design)</td>
<td>400 €</td>
</tr>
</tbody>
</table>

### Entry fees Guides

#### Entry fee for a 2/1 page company profile

- Guide to German Biotech Companies 1,480 €
- European Biotechnology Science & Industry Guide 1,280 €
- Guide to German Medtech Companies 1,860 €

### Special forms of advertising on request.
transkript.de

At the pulse of the industry: transkript.de is the daily updated news and information portal for biotechnology and life sciences in the German-speaking countries of Europe. The profound short reports focus on business, politics and science. A wide range of service sections are also included. As a fast, multifaceted information portal, transkript.de is frequently used, creating the perfect environment for target group-specific online advertising.

transkript.de/laborwelt

An important part of the information offered by transkript.de are news from and for professionals in the laboratoires of industry and science. In compact form, the news from research and production is an ideal environment for target group-specific online advertising.

medtech-zwo.de

medtech zwo, the medical technology section of transkript.de, is also all about fast information. Start-ups, financing and the legal framework are at the centre of interest and form the ideal framework for advertising aimed at specific target groups.

Visits: . . . . . . . . . . . . monthly 84,900
Page impressions: . . . monthly 138,100

Users:
Germany . . . . . . . . . . . . 68 %
Switzerland . . . . . . . . . . . 16 %
Austria . . . . . . . . . . . . 14 %
Others . . . . . . . . . . . . 2 %
eNewsletter
Frequency: . . . . . . . . . . . weekly
Subscribers: . . . . . . . . . . . 25,370

Users by sector:

10 % Agriculture and food production
15 % Industrial-scale production / chemistry

34 % Pharma / medicine / biotech
24 % CMO / providers / suppliers / labs
17 % Research facilities (public / private)

Newsletter recipients by function:

<table>
<thead>
<tr>
<th>Function</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Laboratory- / division- / department management</td>
<td>29 %</td>
</tr>
<tr>
<td>Corporate / operations management</td>
<td>26 %</td>
</tr>
<tr>
<td>Politics / foreign trade / public funding</td>
<td>15 %</td>
</tr>
<tr>
<td>R&amp;D / education</td>
<td>15 %</td>
</tr>
<tr>
<td>Distribution / sales / marketing</td>
<td>10 %</td>
</tr>
<tr>
<td>Organisation / administration / HR</td>
<td>5 %</td>
</tr>
</tbody>
</table>

Prices see page 9
Europe in focus: european-biotechnology.com is the fast track news and information portal for biotechnology and life sciences. The compact reporting from the 27 EU countries plus Switzerland, Great Britain and Norway focuses on science, politics and business. Fast news and attractive service sections such as a calendar of events and a job market create the perfect environment for target group-specific online advertising in the large European life sciences market.
Advertisement rates
Web campaigns / Newsletter

<table>
<thead>
<tr>
<th>Ad</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Billboard</td>
<td>1,800 € / week</td>
</tr>
<tr>
<td>Advertorial/Sponsored post</td>
<td>1,500 € / month</td>
</tr>
<tr>
<td>Sidebar</td>
<td>1,350 € / week</td>
</tr>
<tr>
<td>Premium Banner</td>
<td>600 € / week</td>
</tr>
<tr>
<td>Standard Banner</td>
<td>300 € / week</td>
</tr>
<tr>
<td>New Products</td>
<td>500 € / week</td>
</tr>
<tr>
<td>Video Ad</td>
<td>500 € / week</td>
</tr>
<tr>
<td>Medium Rectangle</td>
<td>500 € / week</td>
</tr>
<tr>
<td>Job Advert</td>
<td>1,000 € / month</td>
</tr>
<tr>
<td>Newsletter Banner</td>
<td>300 € / newsletter issue</td>
</tr>
<tr>
<td>E-Blast Campaign</td>
<td>7,000 € / campaign</td>
</tr>
<tr>
<td>Digital Medtech Event Compass (only available for medtech-zwo.de)</td>
<td>450 € / per event</td>
</tr>
</tbody>
</table>

Advertisement specs Web

<table>
<thead>
<tr>
<th>Typ</th>
<th>Format</th>
<th>Position</th>
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</thead>
<tbody>
<tr>
<td>Billboard</td>
<td>970 x 250 Pixel</td>
<td>below the website header</td>
</tr>
<tr>
<td>Advertorial/Sponsored Post</td>
<td>Text + 1 Image (960 x 540 Pixel; JPG)</td>
<td>homepage + advertorial section</td>
</tr>
<tr>
<td>Sidebar</td>
<td>dynamic 1:2</td>
<td>sliding right-hand, not visible at mobile devices</td>
</tr>
<tr>
<td>Premium Banner</td>
<td>560 x 72 Pixel</td>
<td>homepage, within the news section</td>
</tr>
<tr>
<td>Standard Banner</td>
<td>560 x 72 Pixel</td>
<td>homepage in rotation with other banners</td>
</tr>
<tr>
<td>Product Info</td>
<td>Text with max. 1,500 characters + 1 image 960 x 540 Pixel ; (JPG)</td>
<td>Homepage right-hand + product section</td>
</tr>
<tr>
<td>Video Ad</td>
<td>YouTube Link, QuickTime (mov, m4v, mp4), Codec H.264 min. 720 x 576</td>
<td>Homepage right-hand + video section</td>
</tr>
<tr>
<td>Newsletter Banner</td>
<td>560 x 72 Pixel</td>
<td>Placing on request</td>
</tr>
<tr>
<td>Special Formates / Newsflate</td>
<td>Expandable Banner, Press Re-leases etc. on request</td>
<td></td>
</tr>
</tbody>
</table>

Data formats Web Banner:
Optional data formats for all adverts except newsletter: JavaScript-/NoScript-Tag, GIF, JPG, PNG, HTML, (max. 150kB)

Newsletter Banner:
GIF, PNG, JGP (max. 100kB)

Sidebar Banner:
As GIF, JPG, HTML.
In the case of Programmatic Guaranteed placements, please always deliver the advertising material as redirects or physically (JPG, PNG or GIF). Size 200 kB, max. 2MB reloaded (politely download)

JavaScript-/NoScript-Tag
With customer-delivered interactive formats (JavaScript), the size of the advert panel must comply with the size of the booked banner format. In particular, this surface area may not be increased through interaction.

Technical compatibility:
To ensure complete compatibility with JavaScript-Tags, please also send the entire tag, including a “NoScript” variant.

The operating system and/or browser compatibility of interactive formats is the sole responsibility of customers and/or their agencies.

Sound/music:
Sound or music must be activated via click or mouseover only. Users should have the chance to switch the sound on/off manually.

Data delivery:
Adverts must be delivered no later than three workdays (for E-Blasts 1 week) before publication date to: marketing@biocom.de

Our general terms and conditions for advertising in print and digital media apply (as of September 2023).

Reporting:
Optional reporting of your online campaign is available. With Javascript no tracking can be guaranteed.
BIOCOM Interrelations GmbH
Allgemeine Geschäftsbedingungen für das Werbegeschäft in Print- und digitalen Medien

1. Werbeauftrag

1.1 (Werbekauf) im Sinne der nachfolgenden Geschäftsbedingungen versteht sich als der Auftrag oder Betrieb von Werbemitteln oder mehrerer Werbeaufträge in Print- oder digitalen Medien zum Zwecke der Verbreitung.

1.2 Die Allgemeinen Geschäftsbedingungen beziehen sich auf die allgemeinen Geschäftsbedingungen, die werbetechnischen Anforderungen und die technischen Voraussetzungen, die in den jeweiligen Allgemeinen Geschäftsbedingungen des Auftragsgeber, den werbetechnischen Anforderungen und den technischen Voraussetzungen, die in den allgemeinen Geschäftsbedingungen nicht überbietbar sind.

2. Werbeauftrag

2.1 (Werbekauf) im Sinne der allgemeinen Geschäftsbedingungen sind:

a) Standard-Formatanzeigen in Print- und digitalen Medien;

b) Adsports und Exklusivansprüche in Print- und digitalen Medien (Titelbild- Sponsoring, Bild- und Text-Promotion, exklusive Platzierungen, multimedien (Verbreitung);

c) Personen oder werbetechnischen Anforderungen.

3. Werbemittel

3.1 Werbemittel, die die dokumentation nicht als solche erkennbar, werden als Werbung durch die Werbemittel nicht veröffentlicht.

4. Werbemittel

4.1 (Vorbestellung) vorübergehend exklusive indirekte Werbeaufträge der allgemeinen Geschäftsbedingungen sind im Sinne der werbetechnischen Anforderungen nichtgeführt.

5. Allgemeine Geschäftsbedingungen

5.1 Die allgemeinen Geschäftsbedingungen gelten für jegliche Werbeaufträge in Print- und digitalen Medien mit einem frühesten Beginn des Werbeauftrages von mindestens 300 dpi (bitmaps mit min. 800 dpi in der Produktion size für CMYK und/oder grey scale models)

Bleed & crop marks:

Bleed marks: but no colour bars and register marks.

Data transfer:

E-Mail: produktion@biocom.de

Data can be sent up to a size of 50 MB via email. Please contact us if your data has a larger volume.

General information:

Cancellations can be received in writing no later than 3 weeks before the advertising deadline. Our general terms and conditions for vertising in print and digital media apply as of (applies to specimen page). No claims of non-compliance will incur a surcharge.

Agency commissions: A 15% commission is granted upon delivery of ready-to-print copy material. BIOCOM Interrelations GmbH will not be responsible for improperly prepared copy material that does not comply with the previously agreed mechanical or requirements in binders.

Optional replacement or editing of copy material is only possible with the written consent of the publisher as a result of technical non-compliance will incur a surcharge.

1. Werbeauftrag

1.1 (Werbekauf) im Sinne der nachfolgenden Geschäftsbedingungen versteht sich als der Auftrag oder Betrieb von Werbemitteln oder mehrerer Werbeaufträge in Print- oder digitalen Medien zum Zwecke der Verbreitung.

1.2 Die Allgemeinen Geschäftsbedingungen beziehen sich auf die allgemeinen Geschäftsbedingungen, die werbetechnischen Anforderungen und die technischen Voraussetzungen, die in den jeweiligen Allgemeinen Geschäftsbedingungen des Auftragsgeber, den werbetechnischen Anforderungen und den technischen Voraussetzungen, die in den allgemeinen Geschäftsbedingungen nicht überbietbar sind.

2. Werbeauftrag

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a) Standard-Formatanzeigen in Print- und digitalen Medien;

b) Adsports und Exklusivansprüche in Print- und digitalen Medien (Titelbild- Sponsoring, Bild- und Text-Promotion, exklusive Platzierungen, multimedien (Verbreitung);

c) Personen oder werbetechnischen Anforderungen.

3. Werbemittel

3.1 Werbemittel, die die dokumentation nicht als solche erkennbar, werden als Werbung durch die Werbemittel nicht veröffentlicht.

4. Werbemittel

4.1 (Vorbestellung) vorübergehend exklusive indirekte Werbeaufträge der allgemeinen Geschäftsbedingungen sind im Sinne der werbetechnischen Anforderungen nichtgeführt.

5. Allgemeine Geschäftsbedingungen

5.1 Die allgemeinen Geschäftsbedingungen gelten für jegliche Werbeaufträge in Print- und digitalen Medien mit einem frühesten Beginn des Werbeauftrages von mindestens 300 dpi (bitmaps mit min. 800 dpi in der Produktion size für CMYK und/oder grey scale models)

Bleed & crop marks:

Bleed marks: but no colour bars and register marks.

Data transfer:

E-Mail: produktion@biocom.de

Data can be sent up to a size of 50 MB via email. Please contact us if your data has a larger volume.

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Optional replacement or editing of copy material is only possible with the written consent of the publisher as a result of technical non-compliance will incur a surcharge.
Any questions?

The BIOCOM sales team is at your service:

**Oliver Schnell**
Tel.: +49-(0)30-264921-45  
o.schnell@biocom.de

**Andreas Macht**
Tel.: +49-(0)30-264921-54  
a.macht@biocom.de

**Christian Böhm**
Tel.: +49-(0)30-264921-49  
c.boehm@biocom.de