

# Media data 2024 (1)

– valid from 01.01.2024 –



Trillium GmbH Medizinischer Fachverlag – Medical publisher  
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Managing Director: Dipl.-Kfm. Martin Hoffmann

## Profile & Distributor

Since 2003, *Trillium Diagnostik* has been reporting on innovative developments and products in medicine, with a focus on in vitro diagnostics four times a year (IVD):

- Proven and innovative test methods of laboratory medicine, microbiology, transfusion medicine, human genetics and pathology
- Advances in information and automation technology
- New management concepts to increase efficiency and cost-effectiveness in the laboratory

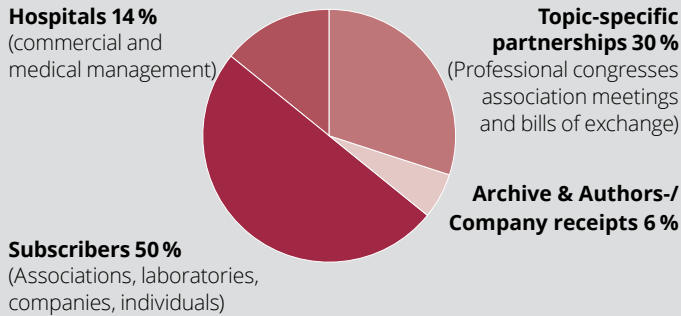
With this mix of topics, we have earned a high reputation over 21 years thanks to renowned expert authors. Our strength is to make complex issues understandable and to identify trends at an early stage. Today, *Trillium Diagnostik* serves as a valuable source of knowledge and a basis for decision-making to thousands of readers.

### Our readers are your target group

The print run is 10,000 copies; of these, 5,000 are mailed to subscribers, 1,400 are sent to medical and commercial managers in hospitals, and 3,000 are distributed as part of media cooperations at congresses and association meetings as well as via a topic-specific alternating mailing. With our group subscriptions, we reach laboratory physicians and senior technicians all over Germany that are organized in associations as well as numerous partner associations from innovative fields of medicine.

For decision-makers of the healthcare sector, we offer clear layouts such as tables and info boxes that also enable non-specialists to get a quick overview of the market. Our strong presence at trade conferences ensures that *Trillium Diagnostik* is available exactly where you are also represented by your employees.

### Distribution key (print run 10,000) Status October 2023



## Partner associations



Akkreditierte Labore  
in der Medizin e. V.



Ärztliches Qualitätslabor e. V.



Berufsverband  
Deutscher  
Laborärzte BDL e. V.



BIO Deutschland e. V.



Berufsvereinigung der  
Naturwissenschaftler in  
der Labordiagnostik e. V.



Bundesverband Deutscher  
Pathologen BDP e. V.



Deutsche Gesellschaft  
für Immunologie e. V.



DELAB e. V.



Deutsche Gesellschaft für  
Klinische Chemie und  
Laboratoriumsmedizin e. V.



NETZWERK DIAGNOSTIK BERLIN-BRANDENBURG e. V.

Netzwerk Diagnostik  
Berlin-Brandenburg e. V.



Deutsches Institut zur Weiterbildung  
für Technologie und Analytik in der  
Medizin e. V.



Forum MedTech  
Pharma e. V.



Deutsche Gesellschaft für Medizinische  
Informatik, Biometrie  
und Epidemiologie e. V.



German Society for  
Extracellular Vesicles



Interdisziplinäre Gruppe für  
Labormedizin und  
Durchflusszytometrie IGLD e. V.



Healthcare Saarland



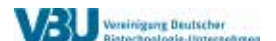
Innovations- und Gründer-  
zentrum Biotechnologie



Schweizerische Union  
für Labormedizin



Verband der  
Diagnostica-Industrie e. V.



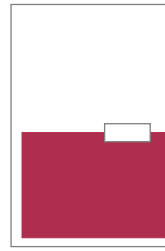
Vereinigung Deutscher  
Biotechnologie-Unternehmen

## Editorial supported formats

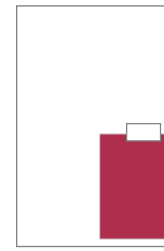
**Information boxes** within the Trillium layout are particularly suitable for presenting your products and services. They are perceived by our readers as high-quality information and comply with German press law, that requires the separation of editorial and advertising contributions. For this purpose we need descriptive text, your company logo, a figure or image and the contact address. Design of the product information box and support from our specialized editorial team are included in the price.



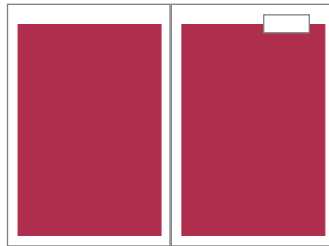
**1/1-page Portrait**  
Number of characters: approx. 3,200  
Price: 4,280 €



**1/2-page Landscape**  
Number of characters: approx. 1,500  
Price: 2,880 €



**1/4-page Portrait**  
Number of characters: approx. 650  
Price: 1,980 €



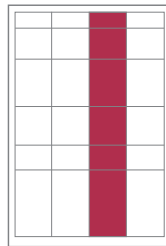
**2/1-page Portrait**  
Number of characters: approx. 6,400  
Price: 7,880 €

**Further sizes available on request**

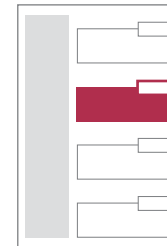
All prices are subject to statutory value added tax.

## Market overviews & offprints

We publish **system and test overviews** in tabular form or in business card format in the context of high-quality neutral technical articles, thus ensuring a high attention effect for you. Our overviews do not claim to be complete and are based on manufacturer information.



**Table columns**  
Manufacturer-specific information in a table column  
Price: 1,880 €  
Booking discount  
• second column 25 %  
• third column 50 %



**Business cards 1/6 Page**  
• Company Logo  
• Contact person  
• Text  
Number of characters approx. 300  
Price: 980 €

**Reprints** consist of your unchanged contributions from Trillium Diagnostik. We design **offprints** in coordination with you individually, for example in conjunction with neutral technical articles. With the typical Trillium layout, you convey seriousness and achieve a high recognition effect at your own events, at trade fairs or when mailing.

### Technical specifications

**Format:** DIN A4, 210 x 297 mm  
as insert max. 205 x 292 mm

**Print:** Digital- or offset printing – depending on print run,  
Paper 135 g/m<sup>2</sup>,  
Four-color printing,  
Glossy picture printing

Reprints (inkl. Druck + Versand)	1-page	2-pages	4-pages	6-pages	8-pages
500 units	690 €	790 €	1,530 €	2,210 €	2,850 €
1.000 units	750 €	870 €	1,690 €	2,470 €	3,090 €
2.000 units	850 €	990 €	1,910 €	2,850 €	3,470 €
3.000 units	970 €	1,130 €	2,170 €	3,230 €	3,850 €
5.000 units	1,130 €	1,330 €	2,590 €	3,810 €	4,430 €
10.000 units	1,550 €	1,810 €	3,110 €	5,270 €	5,850 €

**Offprints:** plus additional costs for typesetting and layout (prices on request).

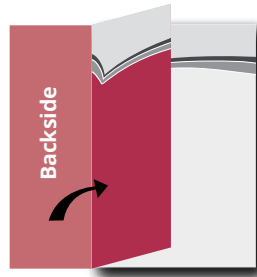
**E-License:** 980 € (can be used for an unlimited time).

All prices are subject to statutory value added tax.

## Image- and job advertisements

**Image ads:** We recommend image ads as a series spread over the entire year or as a topic- or trade conference-related individual placement.

**Job-ads** can be booked at a discount of 25 % on the specified image advertising prices.



### Cover flap

- Format: W 110 x H 297 mm
- left plus 6 mm, all other pages plus 3 mm trimming allowance
- leave 80 mm free at top of front page for title page layout

Price: 6,380 €

**Panorama-display „1st double page“ (p. 4/5)**

- Trimmed format: W 420 x H 297 mm\*

Price: 7,880 €

**1/1-Page**

- Trimmed format: W 210 x H 297 mm\*

Price: 4,280 €

**Special placements**

- next to content: 4,880 €
- Cover pages (U2/U4): 5,280 €

**1/2-Page Landscape**

- in type area: W 179 x H 112 mm
- trimmed: W 210 x H 139 mm\*

Price: 2,880 €

**1/2-Page Portrait**

- in type area: W 89 x H 248 mm
- trimmed: W 105 x H 297 mm\*

Price: 2,880 €

**1/3-Page Landscape**

- in type area: W 179 x H 79 mm
- trimmed: W 210 x H 100 mm\*

Price: 2,380 €

**1/3-Page Portrait**

- in type area: W 57 x H 248 mm
- trimmed: W 72 x H 297 mm\*

Price: 2,380 €

\* Plus 3 mm trimming allowance on all pages.

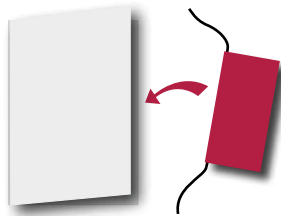
Advertisements in the type area without a limitation or full background are provided with a gray line (0.5 pt)..

All prices are subject to statutory value added tax.

## Special advertising formats & conditions

### Special advertising formats

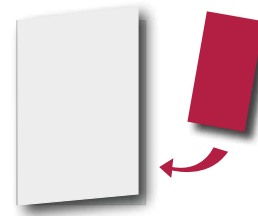
offer an eye-catcher for potential customers. By inserting them in a specific place, your articles in the magazine are preferentially opened by readers and thus highlighted once again. Bookmarks are glued to the U3, together with a ribbon and are thus firmly attached to the booklet.



### Bookmarks

- Format up to: W 110 x H 292 mm
  - Texts 5 mm from the binding site
  - Delivery ready for gluing including ribbon (length approx. 380 mm)
- Price: 5,380 €

Delivery ready for further processing; production costs on request.



### Inserts

- Format up to: W 205 x H 292 mm
  - Paper: for flyers max. 135 g/m<sup>2</sup>
  - Weight: up to 25 g
- Price per 1,000 pieces:  
 470 € at non-specific place  
 530 € at specific place  
 570 € pasted at specific place

\* Prices for insertion of special publications on request

### Special conditions on advertisements and editorial product information boxes

#### Multiple booking discount:

For multiple bookings within one calendar year we offer the following discount levels (not retroactive):

from 3-fold placement: 5 %

from 4-fold placement: 10 %

Table and business card overviews are not deductible.

**AE-commission:** 10 %

All prices are subject to statutory value added tax.

# Special forms of advertising and sponsoring of CME continuing education contributions

**Special publications** are particularly suitable for presenting your product in more detail - e.g. through a user report, an interview or the presentation of results of new scientific studies. The articles are created by a freelance journalist or one of your users in cooperation with our editorial team and can be edited and approved by you. An attractive layout with a gray background and mentioning your company's friendly support complete the overall picture.



## (Double-) page as special publication

Number of characters (without images) up to:  
 1/1 page approx. 4,000  
 2/1 pages approx. 8,500  
 Price 1/1 page: 4,280€  
 Price 2/1 pages: 7,880 €  
 Prices plus author's fee if applicable

## Sponsoring of Continuing Medical Education (CME) articles

Sponsoring of editorial, independent CME courses, integrated into the magazine or as a supplement. Performance monitoring, application and reporting of CME credits to Bayerische Landesärztekammer (Bavarian Medical Association), certificate of attendance by the publisher. Processing via our online CME portal. Additional advertisement via the Trillium Diagnostik Newsletter.



## Sponsoring of CME articles

Experience for the certification:  
 45 min processing time (5–9 pages) =  
 2 CME credits

Price:  
 5–9 pages: 9.980 €

**Issue 1/2024 | DOP: 21.03.2024 | Ads: Booking deadline: 01.02.2024, Print document deadline: 23.02.2024 | Test and system overviews, special publications: Booking and print document deadline: 18.01.2024**

<b>Focus topic</b>	<b>ARTIFICIAL INTELLIGENCE</b>			
<b>Test and system overviews</b>	<b>Urine Analytics (Table), Biomarkers for Kidney Disease, Software and AI for the Lab, Workflows for Nucleic Acid Detection, Automation for Microbiology</b>			
<b>Planned topic-specific media partnerships* with conferences and trade fairs</b>	<b>Laboratory Medicine</b>	<b>Infectiology</b>	<b>Internal Medicine</b>	<b>IT and Biotechnology</b>
	<b>REMMDI 2024</b> 04.–06. April 2024, Regensburg	<b>BÄMI Frühjahrstagung</b> 11.–13. April 2024, Kassel	<b>130. Kongress der Deutschen Gesellschaft für Innere Medizin (DGIM)</b> 13.–16. April 2024, Wiesbaden	<b>DMEA 2024</b> 09.–11. April 2024, Berlin
	<b>Analytica 2024</b> 09.–14. April 2024, Munich	<b>11. Infektio Update</b> 03.–04. May 2024, Berlin		<b>14. Nationaler Fachkongress Telemedizin (DGTelemed)</b> t. b. a.
	<b>10. Mitteldeutsche Laborkonferenz</b> 18.–19. April 2024, Halle	<b>76. DGHM-Jahrestagung/ 7. Gemeinsame Tagung von DGHM und VAAM</b> 02.–05. June 2024, Wuerzburg		<b>Digital Health NOW! 2024</b> t. b. a.
	<b>Hämostase Update 2024</b> 26.–27. April 2024, Berlin			<b>MedTech Summit</b> t. b. a.
	<b>Laborforum Sysmex &amp; Partner</b> 15. May 2024, Dusseldorf			<b>69. GMDS-Jahrestagung</b> t. b. a.
	<b>ISMD 2024</b> 27.–28. Juni 2024, Graz			
<b>Jahrestagung d. Sektion Molekulare Diagnostik d. DGKL</b> t. b. a.				

**Issue 2/2024 | DOP: 20.06.2024 | Ads: Booking deadline: 04.05.2024, Print document deadline: 23.05.2024 | Test and system overviews, special publications: Booking and print document deadline: 18.04.2024**

<b>Focus topic</b>	<b>AUTOIMMUNE DISEASES</b>			
<b>Test and system overviews</b>	<b>Automation in Immunohematology (Table), Autoimmune Analyzer (Table), Molecular Blood Grouping, Biomarkers for Transplant Medicine, Mycology, Thrombophilia Diagnostics</b>			
<b>Planned topic-specific media partnerships* with conferences and trade fairs</b>	<b>Immunology</b>	<b>Transfusion and Transplant Medicine/ Hemostaseology</b>	<b>Mycology</b>	<b>Laboratory medicine/ Cytometry</b>
	<b>17. Dresdner Symposium on Autoantibodies (GFID)</b> t. b. a.	<b>57. Jahrestagung der Deutschen Gesellschaft für Transfusionsmedizin und Immunhämatologie (DGTI) und 30. Jahrestagung der Deutschen Gesellschaft für Immungenetik (DGI)</b> 11.–13. September 2024, Dusseldorf	<b>58. Wissenschaftliche Tagung der Deutschsprachigen Mykologischen Gesellschaft e. V.</b> t. b. a.	<b>34. Jahrestagung der Deutschen Gesellschaft für Zytometrie (DGfZ)</b> t. b. a.
	<b>Annual Meeting of the German Society for Immunology (DGfI)</b> t. b. a.	<b>33. Jahrestagung der Deutschen Transplantationsgesellschaft (DTG 2024)</b> 07.–09. November 2024, Frankfurt		<b>23. Jahrestagung der Arbeitsgemeinschaft Akkreditierter Laboratorien (AAL)</b> t. b. a.
		<b>14. Frankfurter Gerinnungssymposium</b> t. b. a., Frankfurt		

\* This issue is to be distributed via the congress folders or displayed at the trade press stand.

Subject to change without notice. All information without guarantee. A constantly updated overview of all planned topics can be found at [www.trillium.de/zeitschriften/trillium-diagnostik/themenvorschau.html](http://www.trillium.de/zeitschriften/trillium-diagnostik/themenvorschau.html)

Issue 3/2023   DOP: 19.09.2024   Ads: Booking deadline: 01.08.2024, Print document deadline: 22.08.2024   Test and system overviews, special publications: Booking and print document deadline: 18.07.2024				
Focus topic	TOXICOLOGY			
Test and system overviews	Systems for Clinical Chemistry and Immunoassays (Table), Perianalytics and Automation in the Laboratory, Quality Controls for Liquid Biopsy (Table), Gastrointestinal Infections, Therapeutic Drug Management/Drugs of Abuse/Toxicology, Single Cell Sequencing			
Planned topic-specific media partnerships** with conferences and trade fairs	<b>Laboratory Medicine</b>	<b>Infectiology</b>	<b>Oncology</b>	
	<b>18. Jahrestagung der DGKL, 5. Fachtagung für Biomedizinische Analytik des DVTA</b> 26.–27. September 2024, Bremen  <b>MEDICA und COMPAMED 2024</b> 11.–14. November 2024, Dusseldorf	<b>Freiburger Infektiologie- und Hygienekongress</b> 09.–11. October 2024, Freiburg  <b>Deutsches Infektiologie-Update</b> t. b. a.  <b>22. Klinisch-Mikrobiologisch-Infektiologisches Symposium (KMIS)</b> t. b. a.	<b>Onkologisches Symposium 2024</b> 08. November 2024, Munich	

Issue 4/2024   DOP: 19.12.2024   Ads: Booking deadline: 31.12.2024, Print document deadline: 21.11.2024   Test and system overviews, special publications: Booking and print document deadline: 17.10.2024				
Focus topic	HEMATOONCOLOGY			
Test and system overviews	Automation for Hemostaseology (Table), Automation for Hematology (Table), Independent Controls for Flow Cytometry (Table), Diagnostics of Leukemias, Lymphomas and Multiple Myelomas, Respiratory Infections, Resistance Testing in Microbiology			
Planned topic-specific media partnerships* with conferences and trade fairs	<b>Laboratory medicine</b>	<b>Hemostaseology</b>	<b>Infectiology</b>	
	<b>Laborforum Hannover 2025</b> t. b. a.  <b>Gemeinsames Jahressymposium IGLD – INSTAND 2025</b> t. b. a.  <b>Deutscher Labortag BDL-Jahrestagung 2025</b> t. b. a.	<b>69. Jahrestagung der Gesellschaft für Thrombose- und Hämostaseforschung (GTH)</b> t. b. a.	<b>33. Jahrestagung der Deutschen Gesellschaft für Virologie (GfV)</b> t. b. a.  <b>Jahrestagung der Vereinigung für Allgemeine und Angewandte Mikrobiologie (VAAM 2025)</b> t. b. a.	

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## General Informations

**Publication frequency:** quarterly | Print run: 10,000 copies

**Magazine format:** DIN A4, 210 x 297 mm | Type area: 179 x 248 mm

**Print data:** Images with min. 300 dpi resolution | CMYK mode | Font converted to paths

**File formats:** JPG, (print-)PDF, TIF, EPS (please no open files)

**Printing:** Offset | four-color printing | adhesive binding

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### Reference prices Trillium Diagnostik

Single issue € 12.00

Annual subscription	Price per issue	Total price per year
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1 subscription	9.50 €	38.00 €
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3 subscriptions	7.50 €	90.00 €
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10 subscriptions	6.00 €	240.00 €
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25 subscriptions	4.50 €	450.00 €
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*An annual subscription corresponds to four issues and is automatically renewed for one year at a time. Written notice of cancellation is possible until December 1st of the current year.*

*Subscription prices include statutory value-added tax and shipping costs..*

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Managing Director: Dipl.-Kfm. Martin Hoffmann



The following General Terms and Conditions (GTC) shall also apply to all future advertising orders, both for printed products of the publisher and for all other forms of publication (e.g. the publisher's website or digital data carriers). Therefore, the formulations of these GTC with regard to the printed products always correspondingly include all other forms of publication.

**Conclusion of contract:**

If a customer places an advertising order, he acts in his own name and for his own account, unless otherwise declared. The prices and discounts shown in the price list can be calculated uniformly for all customers. Contractual contents are exclusively determined in writing (as a rule via the order confirmation). Ancillary agreements of any kind, including those with representatives or employees of the publisher, are considered non-binding preliminary discussions and are not the subject of the contract until they have been confirmed in writing by the publisher.

Cancellations of advertisements, supplements and bound inserts after the advertising/booking deadline specified in the currently valid media data or agreed individually will be charged at the full agreed rate.

If special advertising formats or preferential placements are cancelled four weeks or less before the advertising/booking deadline, the customer/agency will be charged 50% of the agreed remuneration as cancellation costs. For cancellations two weeks or more before the advertising/booking deadline, the full agreed remuneration will be charged.

Discounts shall not apply if the customer does not accept agreed advertisements, unless the non-performance is the fault of the publisher.

**Mutual rights and obligations:**

The client is responsible for the timely delivery of advertisement orders in complete form or returned proofs no later than the respective closing date for advertisements, about which the client must inform himself by consulting the advertisement scheduling department. If data defects are not detected immediately, but only during the printing process, warranty claims of any kind will not apply. Rectifications, e.g. in electronic media, will be carried out as quickly as possible following a complaint by the client.

The publisher only guarantees the technically correct reproduction of the advertisement in accordance with the usual print quality within the framework of the given technical possibilities and the paper quality used.

The customer shall indemnify the publisher against all possible claims by third parties, in particular for reasons of copyright or competition law. He shall bear the costs of a counterstatement caused by an advertisement in accordance with the applicable advertisement rates.

In the event of incorrect, illegible or incomplete reproduction and if the advertisement is not published at all or not published on time or in the agreed place, the client shall be entitled to a reduction in payment or a replacement advertisement to the extent that the purpose of the advertisement has been impaired.

Claims for damages on legal grounds of any kind are excluded except in cases of intent or gross negligence on the part of the publisher, its legal representative or its vicarious agents. The same applies to the absence of warranted characteristics. Complaints must be made no later than four weeks after receipt of the invoice. In the case of repeat advertisements, all warranty claims shall lapse if the client fails to point out the error in good time before the next advertisement goes to press. In the case of orders placed orally or by telephone and changes communicated at short notice, the publisher accepts no liability for the correctness of the reproduction.

As a rule, proofs are only supplied upon express request for an appropriate expense allowance. There is no entitlement to this. If the client does not return the proof provided to him within the set period, the consent to printing or publication in accordance with the proof shall be deemed to have been tacitly granted.

**Delivery and performance:**

No guarantee is given for the inclusion of advertisements in specific numbers, issues or in specific places in the magazine, unless the client has expressly made the validity of the order conditional on this, acknowledges a corresponding place surcharge and explicit written confirmation to this effect is given by the publisher. If the issue structure or the scope of the magazine changes, the publisher has the right to cancel the order. The customer can only cancel advertisements in writing up to the editorial deadline for the respective issue.

Advertisements which are not or only with difficulty recognizable as advertisements due to their editorial design may be marked accordingly by the publisher. The publisher is authorized to reject orders for advertisements, supplements or bound-in inserts, even if confirmed as binding, in accordance with uniform, objectively justified principles of the publisher, if, in the publisher's due discretion, their content violates applicable legal standards, official regulations or good morals, or if their publication is unacceptable to the publisher. The publisher can only decide whether to accept a print order after a sample has been submitted.

Unless special size specifications have been agreed, the advertisement shall be set by the publisher in the format customary for this purpose and the actual print height shall be used as the basis for calculating the price.

The publisher is authorized to order the printing material required for the advertisements at the expense of the customer. Additional costs incurred as a result of changes requested by the customer to the originally agreed design shall be borne by the customer.

In the case of box number advertisements, the publisher shall be liable for the safekeeping and timely forwarding within the scope of due commercial care. For the forwarding of any offers or messages, customary means of transmission (e.g. by post) shall apply without special costs (e.g. for accelerated processing).

In the event of loss or delay in the transmission of offers, warranty claims and claims for damages are excluded to the extent permitted by law. The publisher reserves the right, in the interest of the customer, to open incoming offers for checking purposes in order to protect against misuse of the numbering service.

**Invoicing, due date, payment, default:**

Unless otherwise agreed, invoices are payable within 14 days of the invoice date without deductions. The date of receipt of payment by the publisher shall be decisive for compliance with the deadline. If the deadline is exceeded, interest on arrears and necessary collection costs of any kind will be charged.

In the event of late payment, the publisher may defer further execution of the order until payment has been made and may demand advance payment for any further advertisements. This shall also apply mutatis mutandis in the event of reasonable doubt as to the solvency of the customer.

Agencies that order advertisements in their own name and for their own account, but for third parties, are jointly and severally liable for all claims arising from this order. In addition to the invoice, the publisher will provide an advertisement voucher on request.

**Place of performance:**

For both parties, the place of performance is the registered office of the publisher in Grafrath. The place of jurisdiction is the competent local court in Fürstentfeldbruck nearest to Grafrath. This also applies to non-merchants. The law of the Federal Republic of Germany shall apply as it applies among German residents. The application of any deviating international conventions is excluded.

**Data storage:**

With the publication of an article in the print medium, the client agrees to the article being placed in the Internet archive at [www.trillium.de](http://www.trillium.de) for retrieval. Furthermore, the client agrees that data necessary for contacting him/her will be processed and stored by Trillium GmbH. A passing on of (order-) data to third parties by Trillium does not take place. The publisher is entitled to destroy all data of the advertisements after 24 months. In the event of any loss before the expiry of this period, the publisher shall only be liable in the event of gross negligence.

**Pricing:**

The prices listed in the media data apply. In the case of longer running orders, the new prices come into effect in the event of changes - unless other agreements have been made.

**Severability clause:**

Should individual provisions of a contract be or become invalid, this shall not affect the remaining provisions or the validity of the contract as a whole. Only the (void) provision in question shall be replaced by a provision that comes closest to the meaning and purpose of what was contractually intended by both parties.