2020 inspect WORLD of VISION www.inspect-online.com MEDIA GUIDE

More than 20 Years your No.1 for Machine Vision and Optical Metrology
Quality connects

According to the b2b Decision Maker Analysis by Deutsche Fachpresse, trade magazines are the primary source for information on products and services. Trade magazines highlight trends and market developments, initiate purchasing decisions and enjoy the highest level of credibility.

Advertisers take advantage of this positive image. Decision makers perceive those companies that continuously advertise in trade magazines as relevant suppliers in the market.

You too can rely on Wiley’s print and online publications as well as on our strong brands.

Trade magazines reach 94% of the b2b target group with their print and online publications.

inspect-online.com  •  md-Automation.de  •  imaging-git.com  •  laboratory-journal.com  •  advancedscienecenews  •  GIT-SICHERHEIT.de
  •  PRO-4-PRO.com  •  PhotonicsViews.com  •  pro-physik.de  •  ChemistryViews.org  •  WileyOnlineLibrary.com

Description

A brief description

inspect is the leading trade journal for applied image processing and optical metrology. With a circulation of 20,000 copies (monitored by IVW, see ivw.de), the magazine is read by engineers and experts who are also the decision makers with regard to the use and procurement of components, products and technologies. Further good reasons for choosing ‘inspect’ as your information and advertising medium:

1. >20 years of inspect  
   We know the topics that market focusses on.
2. inspect – World of Vision  
   We depict the world of image processing – in its entirety.
3. inspect international  
   We reach all decision makers – internationally too.
4. inspect with clear design  
   Good reading and best advertising effect.

In the VISION, AUTOMATION and CONTROL sections, inspect provides competent, detailed and up-to-date reports on components & technologies, turnkey systems & applications as well as material testing & measuring systems. Our new sections are BASICS and FUTURE. In FUTURE we deal with trends and future topics such as Deep Learning, AI or Robotics.

Overview

Publication frequency

10 x year (incl. inspect international + Buyers Guide + Pro-4-Pro)

21st year in 2020

20,000 (Q II, 2019)

Wiley-VCH Verlag GmbH & Co. KGaA

Boschstrasse 12, 69469 Weinheim /

Corporate Sales

Director EMEA, Sciences

Product Management / Editor-in-Chief

Deputy Editor-in-Chief

Commercial Manager

Order Management

Subscription

Single Copy rate

Subscription for students

ISSN

Format of the magazine

Dr. Katja Habermüller

Anke Grytzka-Weinhold

David Löh

Jörg Wüllner

Claudia Vogel

€ 51.00 (+ VAT)

€ 16.30 (+ VAT, + Postage)

€ 25.50 (+ VAT)

1616-5284

DIN A4
Distribution

Circulation analysis

CIRCULATION (IVW Q2/15) COPIES
Printed copies 20,000
Actual circulation figures 19,726
Complimentary copies 17,618
Sold (incl. subscriptions) 2,108
Remainder & Archived copies 274

Breakdown of recipients according to industry

INDUSTRY % PEOPLE
Electronics / Optics 26.5 5,227
Machinery & plant construction 19.4 3,827
Automotive suppliers 14.5 2,860
Food & Beverage 14.1 2,781
Paper / Packaging 10.9 2,150
Pharma, Chemicals & Cosmetics 6.2 1,223
Traffic Technology & Mobility 5.5 1,085
Energy 2.9 573
Total 100.0 19,726

All figures are average values, percentages are rounded up. Basis: Shipping data 2019.

Breakdown of recipients according to position in the company / area of responsibility

POSITION / AREA OF RESPONSIBILITY % Recipients
Management / Board 36.8 7,259
Development / Engineering 19.4 3,827
Production / Manufacturing 16.5 3,255
Procurement / Logistics 15.6 3,077
Quality assurance 10.7 2,110
Others 1.0 198
Total 100 19,726

All figures are average values, percentages are rounded up. Basis: Shipping data 2019.

Informed to the •!

The inspect editorial team sends out three newsletters a month: the German-language inspect newsletter which, from the beginning of 2019, will go out to our readers every two weeks; and every four weeks the official international newsletter for the industry from the VISION – the world’s leading trade fair for image processing. It is published in cooperation with the Landesmesse Stuttgart.

Delivery dates 2019 german

<table>
<thead>
<tr>
<th>Month</th>
<th>Despatch</th>
<th>Topic</th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td>23.01.20</td>
<td>News</td>
</tr>
<tr>
<td>February</td>
<td>06.02.20</td>
<td>News</td>
</tr>
<tr>
<td>March</td>
<td>05.03.20</td>
<td>News</td>
</tr>
<tr>
<td>April</td>
<td>02.04.20</td>
<td>News</td>
</tr>
<tr>
<td>May</td>
<td>19.05.20</td>
<td>Special zur HME</td>
</tr>
<tr>
<td>June</td>
<td>10.06.20</td>
<td>Qualitätsprüfung</td>
</tr>
<tr>
<td></td>
<td>25.06.20</td>
<td>News</td>
</tr>
</tbody>
</table>

Delivery dates 2019 german

<table>
<thead>
<tr>
<th>Month</th>
<th>Despatch</th>
<th>Topic</th>
</tr>
</thead>
<tbody>
<tr>
<td>July</td>
<td>09.07.20</td>
<td>News</td>
</tr>
<tr>
<td>August</td>
<td>06.08.20</td>
<td>News</td>
</tr>
<tr>
<td>September</td>
<td>03.09.20</td>
<td>Special Interfaces</td>
</tr>
<tr>
<td>October</td>
<td>01.10.20</td>
<td>News</td>
</tr>
<tr>
<td>November</td>
<td>12.11.20</td>
<td>Special zur Vision</td>
</tr>
<tr>
<td>December</td>
<td>10.12.19</td>
<td>News</td>
</tr>
</tbody>
</table>

Official, international newsletter for the industry english

<table>
<thead>
<tr>
<th>Month</th>
<th>Topic</th>
</tr>
</thead>
<tbody>
<tr>
<td>cw 3</td>
<td>16.01.20</td>
</tr>
<tr>
<td>cw 7</td>
<td>13.02.20</td>
</tr>
<tr>
<td>cw 11</td>
<td>12.03.20</td>
</tr>
<tr>
<td>cw 15</td>
<td>09.04.20</td>
</tr>
<tr>
<td>cw 19</td>
<td>07.05.20</td>
</tr>
<tr>
<td>cw 23</td>
<td>04.06.20</td>
</tr>
<tr>
<td>cw 27</td>
<td>02.07.20</td>
</tr>
<tr>
<td>cw 31</td>
<td>30.07.20</td>
</tr>
<tr>
<td>cw 35</td>
<td>27.08.20</td>
</tr>
<tr>
<td>cw 39</td>
<td>24.09.20</td>
</tr>
<tr>
<td>cw 43</td>
<td>22.10.20</td>
</tr>
<tr>
<td>cw 47</td>
<td>19.11.20</td>
</tr>
<tr>
<td>cw 51</td>
<td>17.12.20</td>
</tr>
</tbody>
</table>
### Dates & Contents

<table>
<thead>
<tr>
<th>ISSUES</th>
<th>FEBRUARY inspect 1</th>
<th>MARCH inspect international 1</th>
<th>APRIL inspect 2</th>
<th>JUNE inspect 3</th>
<th>AUGUST GIT Special Edition PRO-4-PRO</th>
</tr>
</thead>
<tbody>
<tr>
<td>Advert deadline</td>
<td>30.01.2020</td>
<td>02.04.2020</td>
<td>01.04.2020</td>
<td>22.05.2020</td>
<td>20.07.2020</td>
</tr>
</tbody>
</table>

### EXHIBITIONS

- **Embedded World**
  - Nuremberg
  - 25.–27.02.2020
- **Logimat**
  - Stuttgart
  - 10.–12.03.2020
- **Hannover Messe und Cemat**
  - Hanover, 20.–24.04.2020
- **Control**
  - Stuttgart
  - 05.–08.05.2020
- **Embedded Vision Summit**
  - Santa Clara
  - 18.–21.05.2020
- **Optotec**
  - Stuttgart
  - 12.–14.05.2020
- **The Vision Show**
  - Boston
  - 09.–11.06.2020
- **Embedded Vision Summit**
  - Santa Clara
  - 18.–21.05.2020
- **Automotive Testing Expo**
  - Stuttgart
  - 16.–18.06.2020
- **Automatica**
  - Munich
  - 16.–19.06.2020
- **Logimat**
  - Essen
  - 22.–25.09.2020
- **Vision**
  - Stuttgart
  - 10.–12.11.2020
- **Electronica**
  - Munich
  - 10.–13.11.2020
- **sps smart production solutions**
  - Nuremberg
  - 24.–26.11.2020

### SPECIAL TOPICS

- **Embedded Vision**
- **Thermography & Hyperspectral Imaging**
- **3D**
- **Industrial Computing**
- **Material Testing & QA**
- **Coding & Identification**
- **Deep Learning**
- **Augmented Reality**
- **IR & X-Ray**

1 postal dispatch may take up to 4 days

<table>
<thead>
<tr>
<th>ISSUES</th>
<th>SEPTEMBER inspect 4</th>
<th>SEPTEMBER inspect international 2</th>
<th>OCTOBER inspect 5</th>
<th>NOVEMBER inspect 6</th>
<th>DECEMBER inspect international 3*</th>
</tr>
</thead>
</table>

### EXHIBITIONS

- **Security**
  - Essen
  - 22.–25.09.2020
- **Vision**
  - Stuttgart
  - 10.–12.11.2020
- **Motek**
  - Stuttgart
  - 05.–08.10.2020
- **sps smart production solutions**
  - Nuremberg
  - 24.–26.11.2020

### SPECIAL TOPICS

- **Hyperspectral Imaging**
- **Optics & Lighting**
- **Optical Identification**
- **Product Overview**
- **Interfaces**
- **CCD & CMOS**
- **Robotics: Localization & Navigation**
- **Industrial Applications**
- **Bin-Picking**
- **Vision-Software**
- **Ease of use**
- **Market Data**

### BASICS

- Basics for the world of image processing
- Cameras, Frame grabbers, Optics & Lighting, Software & Processes, Vision sensors, Smart cameras, Compact systems, Interfaces & Communication, Embedded Vision, Processors and Computer components....

### VISION

- Measuring, recognition, guidance – 2D/3D measuring & comparing, form position...
- Testing – Surface inspection, completeness checks, Texture analysis, Colour checks, Size accuracy, Tool monitoring...
- Identifying - Bar codes, OCR, 2D codes, Scanners...

### AUTOMATION

- Material testing – Microscopy/image analysis, X-Ray, Tomography, layer thickness, hardness, Interferometry, Holography...
- Measuring devices – Thermography, High-Speed Cameras, Endoscopy, Laser measuring technology, measuring cameras...
- Dimensional measuring – coordinate measuring devices, Profile projectors, Form measuring devices, Topography, Flatness, Track measurement...

### CONTROL

- KI, Machine Learning, Deep Learning, Robotik, Augmented Reality

### Technical Data

- Online & Print
- General terms of Business
- Contact

### Distribution

- Magazine Overview
- Dates & Contents
- Prices & Formats
- Technical Data
## Prices & Formats

### Adverts

<table>
<thead>
<tr>
<th>WIDTH / LENGTH (MM)</th>
<th>PRICE €</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/1 Page</td>
<td>185, 260</td>
</tr>
<tr>
<td>1/2 Page portrait</td>
<td>90, 260</td>
</tr>
<tr>
<td>1/2 Page landscape</td>
<td>185, 128</td>
</tr>
<tr>
<td>Juniorpage</td>
<td>137, 190</td>
</tr>
<tr>
<td>1/3 Page portrait</td>
<td>58, 260</td>
</tr>
<tr>
<td>1/3 Page landscape</td>
<td>185, 85</td>
</tr>
<tr>
<td>1/4 Page classic</td>
<td>90, 128</td>
</tr>
<tr>
<td>1/4 Page portrait</td>
<td>43, 260</td>
</tr>
<tr>
<td>1/4 Page landscape</td>
<td>185, 63</td>
</tr>
<tr>
<td>1/8 Page classic</td>
<td>90, 63</td>
</tr>
<tr>
<td>1/8 Page landscape</td>
<td>185, 30</td>
</tr>
</tbody>
</table>

### Preferred Positions

<table>
<thead>
<tr>
<th>Position</th>
<th>Price €</th>
</tr>
</thead>
<tbody>
<tr>
<td>Title page + Story</td>
<td>9,200</td>
</tr>
<tr>
<td>Inside front/back page</td>
<td>8,385</td>
</tr>
<tr>
<td>Back page</td>
<td>8,770</td>
</tr>
<tr>
<td>1st page right-hand text</td>
<td>8,385</td>
</tr>
<tr>
<td>Tile Corner</td>
<td>3,160</td>
</tr>
<tr>
<td>Postcards</td>
<td>160</td>
</tr>
</tbody>
</table>

### Bound-In Inserts*

<table>
<thead>
<tr>
<th>WIDTH / LENGTH (MM)</th>
<th>PRICE €</th>
</tr>
</thead>
<tbody>
<tr>
<td>2-page A4</td>
<td>210, 297</td>
</tr>
<tr>
<td>3-page A4 + side flip</td>
<td>207, 105, 297</td>
</tr>
<tr>
<td>4-page A4</td>
<td>420, 297</td>
</tr>
<tr>
<td>6-page A4</td>
<td>414, 203, 297</td>
</tr>
</tbody>
</table>

* Head: 5 mm; Foredge: 3 mm; Foot + right: min. 3 mm

### Loose Inserts

<table>
<thead>
<tr>
<th>WEIGHT</th>
<th>PRICE €</th>
</tr>
</thead>
<tbody>
<tr>
<td>up to 25 g</td>
<td>310</td>
</tr>
<tr>
<td>up to 50 g</td>
<td>395</td>
</tr>
</tbody>
</table>

### Advertorials in PRO-4-PRO

<table>
<thead>
<tr>
<th>PRICE €</th>
</tr>
</thead>
<tbody>
<tr>
<td>Partial title</td>
</tr>
<tr>
<td>Inncover</td>
</tr>
<tr>
<td>1/1 page</td>
</tr>
<tr>
<td>1/2 page</td>
</tr>
<tr>
<td>1/4 page</td>
</tr>
</tbody>
</table>

### Additional Charges

<table>
<thead>
<tr>
<th>MALSTAFFEL</th>
</tr>
</thead>
<tbody>
<tr>
<td>3 Advertisements</td>
</tr>
<tr>
<td>6 Advertisements</td>
</tr>
<tr>
<td>9 Advertisements</td>
</tr>
<tr>
<td>12 Advertisements</td>
</tr>
<tr>
<td>18 Advertisements</td>
</tr>
<tr>
<td>24 Advertisements</td>
</tr>
</tbody>
</table>

### Terms of Payment

Payment within 30 days without deduction.

### Bank Details

J.P. Morgan AG · Taunus Turm · Taunustor 1 60310 Frankfurt, Germany
IBAN: DE55501108006161517443
BIC: CHASDEFX

VAT-Id.No.: DE 813481633 · Tax No.: 47020/21620

All prices are subject to 19% VAT.
The new price list comes into effect on 1 October 2019 and supersedes all previous price lists.

---

Reprints and ePrints

For your internet presence we would be pleased to provide you with the PDF file of your article for a Nominal charge of 300 € (plus VAT). A printable PDF is available at a price of 980 € (plus VAT).

Prices for printing and delivery of your reprint, as well as individual special formats (e.g. with cover picture and and display ad or bundling of articles) are available on request. As are offers for reprints and eprints of scientific articles from Wiley peer-reviewed journals.

Contact: Corinna Matz, Tel.: +49 (0) 6201 606 735, cmatz@wiley.com

---
Technical Specifications

**Magazine format**
210 x 297 mm (width x height), A4 size
185 x 260 mm (width x height), print space
Number of columns: 3, column width 58 mm or
Number of columns: 4, column width 43 mm

**Print methods**
Sheet offset
**Colours**
Euro scale
**Screen ruling**
70 ruling
Print profile: ISO Coated_v2_300 (39L)

**Loose inserts**
Minimum insert size: 105 x 148 mm (w x h)
Maximum insert size: 200 x 287 mm (w x h),
the back fold must be on the long side (287 mm)
Minimum weight for single-sheets inserts: 150 g/m²

**Delivery of loose inserts**
Delivery quantity: 20,200 copies

**Delivery of bound-in inserts**
Delivery quantity: 20,500 copies

The delivery address for bound-in inserts and any supplements will be given to you with the order confirmation.

**Data format**
We accept the following data formats: PDF, EPS, TIFF, JPG.

Please observe the following points:
1. Embed all text or convert it into streams.
2. Use only CMYK colours.
3. With pixel-oriented data formats (colour/greyscale), we require a resolution of at least 250 dpi. Bitmap files (line) should have a resolution of at least 1200 dpi.
4. For the creation of PDF files with Acrobat Distiller, we have provided you with a Joboptions file which can be downloaded at www.gitverlag.com/en/global/order_management/data_transfer/.
5. Do not compress JPG files too strongly, or this will lead to visible loss of image quality. Use the "maximum" or "high" quality gradings.

To avoid errors, please observe the following:
Send all text to be used and associated files together. Attach a hard copy/print-out to the layout check. Ensure that no RGB colours are used in any files, including the associated files. For files from programmes not intended for the creation of printed documents (e.g. Word, Excel, Powerpoint), the files must always be converted. This means inevitable changes in data and considerable additional work, which we have to add to your invoice.

**Transmission options**
- by e-mail to claudia.vogel@wiley.com

Wiley-VCH Verlag GmbH & Co. KGaA
FAO: Claudia Vogel
Boschstrasse 12
69469 Weinheim, Germany
Tel.: +49 (0) 6201 606 758
Fax: +49 (0) 6201 606 790
Already in its third year, our established inspect international is published twice a year in English (circulation: 10,000 print + mailing as e-paper). In addition to our regular readers, we make use of targeted dispatch to reach other recipients. This is how your message gets exactly to the readers you want to reach. The international edition will also be available for download on the English-speaking inspect portal (www.inspect-online.com/en).

In addition to current information on components and systems from the world of industrial imaging, the magazine is rounded off with the latest technologies and examples of branch applications. Reports on international markets, trade fairs and conferences, as well as the latest trends and attitudes keep our readers up to date. Leading managers and experts give insights into their companies and market strategies as well as projects and technologies.

<table>
<thead>
<tr>
<th>ISSUE</th>
<th>MARCH inspect international 1</th>
<th>SEPTEMBER inspect international 2</th>
</tr>
</thead>
<tbody>
<tr>
<td>Publication date</td>
<td>21.04.2020</td>
<td>29.09.2020</td>
</tr>
<tr>
<td>Advertising deadline</td>
<td>02.04.2020</td>
<td>07.09.2020</td>
</tr>
<tr>
<td>Editorial deadline</td>
<td>18.02.2020</td>
<td>10.08.2020</td>
</tr>
</tbody>
</table>

**Prices & Formats international**

<table>
<thead>
<tr>
<th>ADVERTS</th>
<th>WIDTH / HEIGHT (MM)</th>
<th>PRICE € 4C</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/1 Page</td>
<td>185 x 260</td>
<td>4,640</td>
</tr>
<tr>
<td>1/2 Page portrait</td>
<td>90 x 260</td>
<td>3,095</td>
</tr>
<tr>
<td>1/2 Page landscape</td>
<td>185 x 128</td>
<td>3,095</td>
</tr>
<tr>
<td>Juniorpage</td>
<td>137 x 190</td>
<td>3,245</td>
</tr>
<tr>
<td>1/3 Page portrait</td>
<td>58 x 260</td>
<td>1,810</td>
</tr>
<tr>
<td>1/3 Page landscape</td>
<td>185 x 85</td>
<td>1,810</td>
</tr>
<tr>
<td>1/4 Page classic</td>
<td>90 x 128</td>
<td>1,540</td>
</tr>
<tr>
<td>1/4 Page portrait</td>
<td>43 x 260</td>
<td>1,540</td>
</tr>
<tr>
<td>1/4 Page landscape</td>
<td>185 x 63</td>
<td>1,540</td>
</tr>
<tr>
<td>1/8 Page classic</td>
<td>90 x 63</td>
<td>1,150</td>
</tr>
<tr>
<td>1/8 Page landscape</td>
<td>185 x 30</td>
<td>1,150</td>
</tr>
</tbody>
</table>

**PREFERRED POSITIONS**

<table>
<thead>
<tr>
<th>Position</th>
<th>Width/mm</th>
<th>Height/mm</th>
<th>Price €</th>
</tr>
</thead>
<tbody>
<tr>
<td>Title page + Story</td>
<td>185 x 260</td>
<td>5,520</td>
<td></td>
</tr>
<tr>
<td>Inside front/back page</td>
<td>185 x 260</td>
<td>5,030</td>
<td></td>
</tr>
<tr>
<td>Back page</td>
<td>185 x 260</td>
<td>5,265</td>
<td></td>
</tr>
<tr>
<td>1st page right-hand text</td>
<td>185 x 260</td>
<td>5,030</td>
<td></td>
</tr>
<tr>
<td>Title Corner</td>
<td>73 x 51 x 51</td>
<td>1,895</td>
<td></td>
</tr>
<tr>
<td>Postcards</td>
<td>73 x 51 x 51</td>
<td>100</td>
<td></td>
</tr>
</tbody>
</table>

**JOB ADVERTISEMENTS**

25 % discount on regular advertisement prices

1 Cancellation only possible up to 8 weeks before advertising deadline. Title page: the picture must be coordinated with publisher in advance and Wiley-VCH has exclusive rights of it for 6 months.
2 Costs per thousand, affixed to a particular page on advertisement or bound in insert + insertion costs
3 No discount given
4 Costs per thousand – including postage; no discount for loose inserts, sample must be sent before order can be accepted.
Beyond Brand Advertising

Reach your Community in a new way - Take advantage of our journals and industry-specific contacts, and our know-how from more than 200 years of publishing.

**TARGETED EBLAST**
Targeted, engaged audiences are waiting for your updates. GDPR compliant, we can make recommendations to ensure the most relevant professionals receive it.

**WEBINARS**
Cost-effective, real time interaction with your target audience to present changes, advancements and new developments delivered by industry leaders.

**INFOGRAPHICS**
Custom-created visual summaries of key factual information are engaging and easily digestible. You provide the raw material, and we’ll do the rest.

**CUSTOM WEBSITES**
Got tonnes of news, articles, videos and other great content? Let’s host it together on your own custom-built website, spiced with ethically, trusted Wiley content. Together we can make the perfect resource, accessible anytime, anywhere on any device.

**POCKET GUIDES**
Do people avoid accepting your brochures at conferences? Give them a bite-sized guide that fits in any pocket. Wiley content can also be added to make it a truly unique source of information.

**INDUSTRIES**
- Electronics, Precision Engineering, Optics: 27.7%
- Mechanical Engineering: 16.6%
- Pharmaceuticals: 16.5%
- Chemicals, Plastics: 12.0%
- Food, Beverages: 6.9%
- Automotive: 6.3%
- R & D, Universities: 4.9%
- Metal, Glass, Ceramics, other Materials: 4.2%
- Others: 5.0%
- **Sum**: 100%

**POSITION**
- Corporate Management: 42.9%
- Business Unit-, Department-, Project Management: 34.7%
- Specialists: 20.1%
- Branch-, Plant Management: 2.4%
- **Sum**: 100%

**COUNTRY/REGION**
- Germany: 30.9%
- United Kingdom: 14.7%
- Benelux: 8.0%
- Austria: 7.8%
- Italy: 6.6%
- Switzerland: 6.3%
- France: 5.9%
- Scandinavia: 4.4%
- Central Europe: 4.2%
- Spain: 3.8%
- East Europe: 3.6%
- Eastern Mediterranean: 2.6%
- Others: 1.1%
- **Sum**: 100%

**POSITION**
- Corporate Management: 42.9%
- Business Unit-, Department-, Project Management: 34.7%
- Specialists: 20.1%
- Branch-, Plant Management: 2.4%
- **Sum**: 100%

**ACTIVITY**
- Planning, Management: 75.9%
- Development, Engineering: 7.9%
- Production, Manufacturing: 6.0%
- Procurement, Logistics: 5.5%
- Quality Assurance: 4.1%
- IT, Computing: 0.6%
- **Sum**: 100%
The official Buyers Guide of the EMVA

The inspect Buyers Guide is the official Buyers Guide of the EMVA (European Machine Vision Association). It is the first published European reference for components, products, systems and services for machine vision and optical metrology.

Throughout the year you can find company profiles, products and cross references at www.inspectonline.com/buyers-guide. Once a year the inspect Buyers Guide is released as a printed English version of inspect (issue 7/19) with a circulation of 20,000 copies. The contents includes all business entries in the inspect portal, site maps, trend reports and showcases.

Advertising with Inspect – ARE YOU HERE?

3Shape
Adlink Technology
Aerotech
AHF Analysetechnik
AIA
AMESS
Alcron
Alconex Imaging
Alied Vision Technologies
Alyxum Tech
AMA service
Arnetek Creaf orm
Andor Technology
AGS Technologies
Aqensense
Artenergy Publishing
Automation W+R
autoimaging
BBM Optik
Balluff
Basler
Baumer
Baumer Optronics
Bicker Elektronik
Büchner Lichtsysteme
Carl Zeiss ITM
Carl Zeiss Microscopy
CBE
CBT
CCS
Chromasens
Cognex
Coherent
Compar
Components Express
Confovis
Creaform 3D
Cromatic
CTMV
CTR Carinthian Tech
Datalogic Automation
Datascans
Demat
Deutsche Messe
Dias Infrared
di-soric
Dr. Heinrich Schneider e2v
Edida
Edmund Optics
Effilux
Elektron
Etec Elektronik
EMVA
Euresys
EVK Di Kerschhaggl
EV'T Eye Vision
Technology
Falcon Illumination
Faro
Faser-Optik Henning
FEL
Fleet Events
Filir integrated imaging
Flir Systems
Framos
 Fujifilm
Fujon
Geonamic
Hamamatsu Photonics
Hexagon Metrology
High Speed Vision
Hitachi
Ibea
IDS
iRM
iIM
ILEE Laser Innovation
Imago Technologies
imc Test & Measurement
Imperx
Impuls Imaging
Innovew
InterCon 1
IOSS Intelligente
optische
IS Imaging Solutions
JAI A/S
Jenoptik Optical Systems
Jenoptik Schneider Optische
Werke
Kappa optronics
Karl Storz
Keyence
Kowa
Lautus
Landesmesstechnik Stuttgart
LAP
Laser 2000
Laser Components
Leica Mikrosystemen
LEJ
Leoni Fiber optics
Lepton Vision
Leuze Electronic
Lippert Adlink
Technology
LMI Technologies
LOT
Lumenera Corporation
Mahr
Matrix Vision
Matrox Electronic Systems
MaxxVision
MBJ Imaging
Mesago
Messe München
Micos
Micro-Epsilon
Microscan Systems
Midwest Optical
Mikrotom
Mitutoyo
MSC
m.wu-Meßgeräte
MVTec
Myutron
National Instruments
NET New Elektron
NeuroCheck
NextSense
Nikon
NorPix
Nürnberg Messe
Octum
OGP
Olympus
Omron
OPT Machine Vision
Optics Balzers
Opto
Opto Engineering
Optotechnon
Optotric
P.E. Schall
Panasonic
PCE
PCO
Pepperl + Fuchs
Perception
Phoenix x-ray
Photronfocus
Physik Instrumente
Phytic
Pixavus
PixeStrip
Planstar Lichtenhein
Pleora Technologies
PMD Technologies
POG
Point Grey
Polytec
Precitec Optronik
Productware
ProPhotnix
Pyramind
Quoptik
Quass
Rauscher
Renishaw
Ricoh Imaging
Robert Bosch GmbH
SAC
Schaefer Technologie
Schaffer + Kirchhoff
SCHOTT
Seiwa Optical europe
SensoPart
Sensor to Image
ShapeDrive
Sick
Siemens
Sigurnost Computer
Silicon Software
Sil Optics
SmartRay
Sony
Spectro
Spectrum Illumination
Spotec
Steinbeis Transferzentrum
Steinbichler Optotechnik
Stemmer Imaging
SVS - ViStec
SysCon
Tamron
Technische Akademie
Teledyne DALSA
The Imaging Source
Europe
Toshiba Teli
Trioptics
Tyco
unique vision
VDS Vosskapler
Vialux
Videor
Vieworks Co. Ltd.
Vismation
Vision & Control
Vision Components
Vision Engineering Ltd.
Vision Light Tech
Vision Research
Vision Tools
Visuelle Technik
Vitronic
VMT
Volpi
Volume Graphics
VRmagic
Wehrhahn Melsoft Systeme
Wenglor
Wenzel Group
Werth Messtechnik
Xenics
Ximea
Xylon Intern.
Z-Laser
ZygoLOT
Visibility can be so easy – with just one Product and/or Company Profile in our Special Edition PRO-4-PRO. This reference work with a circulation of 30,000 copies, appears once a year before the important autumn fairs of the Automation, Security and Image processing industries.

As a collaboration publication of the trade magazines GIT SECURITY, messtecc drives Automation and inspect – World of Vision, the publication is designed for each industry and the relevant event. For you this means a distribution that extends much wider than the usual circle of recipients. In addition your product and/or company portrait are represented on the industry platform PRO-4-PRO.com for a whole year.

The print edition clearly presents detailed system, performance and company portraits as well as products and applications from the diverse sectors. The publication is rounded off with contributions on the basics as well as overviews from the fields of automation, security and image processing. Qualified inquiries from decision-makers prove that the combination Print/Online is a winner for those who present themselves in and on PRO-4-PRO.

Examples

2/1 page Advertorial

1/1 page Advertorial

Inner cover + picture at contents (see purple circle)

Partial Title (see purple circle)

Prices

<table>
<thead>
<tr>
<th>SIZE</th>
<th>2/1 PAGES</th>
<th>1/1 PAGE</th>
<th>½ PAGE</th>
<th>¼ PAGE</th>
</tr>
</thead>
<tbody>
<tr>
<td>PRICE 4C (€)*</td>
<td>8,150</td>
<td>4,075</td>
<td>2,050</td>
<td>1,035</td>
</tr>
</tbody>
</table>

Preferred positions

(will be reserved in the order of booking arrival)

Inner Cover (1/1 page subject opener + ½ advertorial 4c + section title picture in contents + co-defining the colour of section)

Partial Title (4c picture on title page or outside back + ½ page advertorial 4c + picture in "contents"); you can book more PR additionally

* all rates include two full PDF correction runs. Only from the second PDF on there will be charged 45 € per PDF as handling fee.
PRO-4-PRO.com – PRODUCTS FOR PROFESSIONALS – is the unique product database for vertical B2B markets.

PRO-4-PRO is Wiley’s cross-media concept. The possibility of presenting your company both online and in relevant trade journals ensures that your advertising measures are as effective as possible – if we optimise for you, with a built-in lead guarantee.

Banner in a product segment

<table>
<thead>
<tr>
<th>Company presentation</th>
<th>6 Months / price €</th>
<th>12 Months / price €</th>
</tr>
</thead>
<tbody>
<tr>
<td>Product entry</td>
<td>320</td>
<td>565</td>
</tr>
<tr>
<td>Refresher</td>
<td>140</td>
<td>260</td>
</tr>
</tbody>
</table>

Package deals

<table>
<thead>
<tr>
<th>Package deals</th>
<th>Runtime</th>
<th>12 Months / price €</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pro Package</td>
<td>4 Product presentations</td>
<td>1,740</td>
</tr>
<tr>
<td>Premium Package</td>
<td>8 Product presentations</td>
<td>3,220</td>
</tr>
<tr>
<td>Business Flat</td>
<td>all your product texts that you send us within 12 months</td>
<td>5,210</td>
</tr>
</tbody>
</table>

PRO-4-PRO.com – PRODUCTS FOR PROFESSIONALS – is the unique product database for vertical B2B markets.

PRO-4-PRO is Wiley’s cross-media concept. The possibility of presenting your company both online and in relevant trade journals ensures that your advertising measures are as effective as possible – if we optimise for you, with a built-in lead guarantee.
www.inspect-online.com is the specialist European portal for industrial image processing and optical measuring technology applications. It provides an optimal environment for your B2B advertising, with all the facilities of a modern Web 2.0 portal.

Banner advertising
Give your company an image, show your presence, communicate a product launch – in short: benefit from our scope. Complement your print campaign and increase your market penetration with an image campaign on www.inspect-online.com.

Whitepaper/Application note
The ideal format to present your expertise in full detail and to generate leads. Application notes, market or case studies are the perfect presentation form for companies, whose content differs from their competitors.

Newsletter:
Date of publication: monthly. In case of “Feature”, the product will be highlighted one time in the newsletter.

Webcast
This multi-media advertising format is the perfect supplement to your banner advertising and whitepaper on www.inspect-online.com.

Top Teaser Story
Promote your product, your application note, your event or any other highlight on the “cover page” of www.inspect-online.com. Reach your target group 24/7/365.

Top Teaser Image 510 x 286 Pixel € 1,540 / month*
Scope of Service: Picture, Headline, Intro on landing page (150 letters) Detailed Text (up to 4,000 characters recommended) 1-4 Images Contact Information
Running Time: 1 month prominent as a Top Teaser Story. Additionally, your highlight remains for a total of six months in the portal’s database
*in a rotation scheme with five other Top Teaser Stories

Newsletter: Banner formats & prices
Wide Skyscraper 160 x 600 Pixel € 995
Full Banner 468 x 60 Pixel € 860
Feature € 1,035

Technical Data:
Please send your files by mail to your sales representative. We will take care of all further steps.

Banner:
Size of data: max. 100 KB
Data formats: GIF, JPG, PNG, HTML5, any kind of Redirect/Tag
Target website: please tell us the exact URL, where your banner should be linked to.

Product Information/
Newsletter-Feature:
1 square picture, 1 rectangle picture Text, up to 2,000 characters
Pictures: JPG, PNG

Webscasts:
Data format: any video format is possible
Size of data: max. 40 MB

Exclusive access to your customers
Single Sponsored Newsletter 4,615 €
Microsites
Focusing on your Topic

Microsites enable you to focus on a specific topic, thereby addressing potential customers specifically. This makes them an ideal tool for breaking into new markets, strengthening your image as an opinion leader and expert or establishing yourself in a new field and creating demand for your products. Whatever the goal of your communication might be, the success of a Microsite depends heavily on relevant and high quality content.

Use our editorial content, our journalistic competence and our media to achieve success. Profit from the image transfer, credibility and scope of our media and use our target group portals as neutral platforms and disseminators.

Interactivity
Interactive Information Exchange
Generate Leads

Webinars
In Dialogue with your Target Group

Enter into dialogue with your target group, generate leads and use the diverse possibilities for interaction with your clients (e.g. via the Chat function). Whether in real time or on demand you are offering your clients or co-workers valuable educational content and information independent of place, time or travel budget.

You can fully rely on our experts to assist you in the implementation. Experienced project managers look after all the technical and organizational details. The editorial department will advise and support you in questions about content and concept and a communications plan for the promotion of the webinar is, of course, also part of our concept.

**Microsite “BASIC”**

<table>
<thead>
<tr>
<th>Media Service</th>
<th>Conception, Promotion</th>
<th>Tariff</th>
</tr>
</thead>
<tbody>
<tr>
<td>Creation of the site, Hosting, Project Management, Evaluation, Online editing (as agreed), Banners and Product features provided by the client **</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Promotion</td>
<td>At least 6 weeks for conception and promotion</td>
<td>3 months</td>
</tr>
<tr>
<td>1 x Banner on Portal for 3 months; 1 x Product Feature in e-Newsletter</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1 x Banner on Portal for 6 months; 2 x Product Feature in e-Newsletter</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1 x Banner on Portal for 12 months; 3 x Product Feature in e-Newsletter</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Tariffs Microsite “BASIC”</strong></td>
<td>€8,750</td>
<td>€15,500</td>
</tr>
</tbody>
</table>

**Microsite “PREMIUM”**

<table>
<thead>
<tr>
<th>Media Service</th>
<th>Conception, Promotion</th>
<th>Tariff</th>
</tr>
</thead>
<tbody>
<tr>
<td>Creation of the site, Hosting, Project Management, Evaluation, Online editing (if desired/agreed to), Banners and Product features provided by the client **</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Promotion</td>
<td>At least 6 weeks for conception and promotion</td>
<td>3 months</td>
</tr>
<tr>
<td>1 x Banner on Portal for 3 months; 2 x Product Feature in e-Newsletter; 1 x Full Banner e-Newsletter</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1 x Banner on Portal for 6 months; 4 x Product Feature in e-Newsletter; 1 x Full Banner e-Newsletter</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1 x Banner on Portal for 12 months; 6 x Product Feature in e-Newsletter; 1 x Full Banner e-Newsletter</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Tariffs Microsite “PREMIUM”</strong></td>
<td>€10,750</td>
<td>€19,250</td>
</tr>
</tbody>
</table>

**Microsite “Stand alone”**

<table>
<thead>
<tr>
<th>Media Service</th>
<th>Conception, Promotion</th>
<th>Tariff</th>
</tr>
</thead>
<tbody>
<tr>
<td>Multiply configurable websites based on Wordpress, incorporation of diverse media possible, search function, registration possibilities, external news feeds, incorporation of social media, optimization for mobile devices, evaluation etc.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Promotion</td>
<td></td>
<td>3 months</td>
</tr>
<tr>
<td>18 weeks on request</td>
<td></td>
<td>on request</td>
</tr>
</tbody>
</table>

* Discount not available ** If desired the publishing house will create the printing material for an additional fee.

**Webinar “BASIC”**

<table>
<thead>
<tr>
<th>Media Service</th>
<th>Conception, Promotion</th>
<th>Tariff</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hosting, Project Management, Live-Streaming, Delivery of all Leads, Editorial Announcements Online Banner and Product Feature provided by the client **</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Promotion</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1 x Banner on Portal for 2 months; 1 x Product Feature in e-Newsletter; Reminder email to participants 24 hours and 1 hour before begin.</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Tariff Webinar “BASIC”</strong></td>
<td>10 weeks</td>
<td>€8,750</td>
</tr>
</tbody>
</table>

**Webinar “PREMIUM”**

<table>
<thead>
<tr>
<th>Media Service</th>
<th>Conception, Promotion</th>
<th>Tariff</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hosting, Project Management, Live-Streaming, Delivery of all Leads. Editorial Announcements Online Banner and Feature provided by the client **</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Promotion</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1 x Banner on Portal for 2 months; 2 x Product Feature in e-Newsletter, 1 x Wide Skyscraper Banner in e-Newsletter, Reminder email to participants 24 hours and 1 hour before begin.</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Tariff Webinar “PREMIUM”</strong></td>
<td>10 weeks</td>
<td>€11,250</td>
</tr>
</tbody>
</table>

* Discount not available ** If desired the publishing house will create the printing material for an additional fee.
Preparation of a digital publication with basic knowledge on a current topic, including configuration and editorial support.

On www.essentialknowledgebriefings.com, for one year.
You can link to your EKB from any company platform.

Via on-site registration; unlimited downloads
PDF, ePub, mobi for PC, tablet, e-reader
None of your market competitors can publish an EKB on the topic you selected (for 1 year)

Your logo on the publication, on the EKB website and on all advertising material. Backlink to your site.

Co-branding with corresponding Wiley brands (e.g. B2B titles).

Banner advertising for 2 months on relevant B2B portals or on the Wiley Online Library, banner or product feature in a relevant newsletter and news feature on the landing page.

Multimedia features, print-run, and additional marketing resources, available on request.

€15,640

Digital Guides! Essential Knowledge Briefings (EKBs) offer a concise overview (5,000 words in length) of trending topics or technologies within highly specialized fields. Reviewed and updated annually, EKBS are an essential resource for professionals in both academia and industry looking to update their understanding of key developments in each specialty.

Take your brand further or shape your market by sponsoring an EKB that delivers high-value content to your target audiences. Sponsorship opportunities are available within science and engineering, and healthcare.

General Terms for Advertisements, Supplements, Digital and Online Advertising

1. These General Terms and Conditions shall apply to all contracts (hereinafter referred to as “orders”) relating to the publication of one or several adverts in an EKB (hereinafter: “client”) in the magazines of Wiley-VCH GmbH & Co. KGaA (hereinafter: “publisher”) for the purpose of disseminating information and promoting the advertising on the publisher’s website. They shall also apply to orders for third-party supplements in the magazines published by the publisher. The client acknowledges these General Terms and Conditions upon placing an order and.

2. Offering, conflicting or supplementing general terms and conditions of advertising clients is not recognized as an integral part of the contract, unless the publisher expressly agrees thereto.

3. The following shall apply to clients wishing to place more than one advert. The discounts shown in the advert price list are only granted for advertisers who appear in a printed product within one year. The invoice becomes due on the date of appearance of the first advert. In this case, the advert shall be released in the order of the difference between the actual print quantity and guaranteed number of copies.

4. Upon contractual signing, the client shall be entitled to release further adverts in addition to the volume stated in the order within the agreed timeframe (or that stated in clause 3).

5. Order cancellations must be made in writing. The cancellation charge imposed in the case of cancellation on the deadline date for the placement of the advertisement (or thereafter) is the total order value. In each specific instance, however, the client is expressly granted the right to proof that the contract suffered no loss or any relevant loss.

6. Orders for ads and other marketing material to be published specifically and exclusively in specific issues, specific publications or in specific places in the publication must reach the publisher in sufficient time – i.e. not later than the date specified in the order confirmation – for the client to be in time before the advertised deadline of whether the order can be executed in the requested manner.

7. Adverts and online advertising not directly recognizable as adverts because of their editorial value shall be clearly marked with the word “advert” by the publisher.

8. The publisher reserves the right to amend adverts – including individual adverts under a contract – or orders for inserts, originals of print or online formats, terms and conditions and disputes principles of the content of such orders: a mandatory legal opinion in addition to the advertising contract. If the contract concerning legal advice has not been submitted and approved in writing, which, due to the formal or appearance, may appear to the reader to be that of the user without any risk, or that contracts for third-party digital, in the form of an advertisement or on the publisher’s website, the client confirms that the offer is based on. The publisher or the client shall be further informed of the possibility of the printing material. Before a digital version of an advert, the client is responsible for ensuring by means of suitable technical measures that the transmission to free of any computer viruses. Should the publisher discover computer viruses in its system, it shall reserve the right to make the relevant advertising material available for publishing.

9. The client is responsible for punctual delivery of ready-properly printed material to be published or digital material or material required for digital advertising in general. In the case of digital ready-to-print material the publisher undertakes to deliver proper advertising, which appear in a printed product within one year. The invoice becomes due on the date of appearance of the first advert. In this case, the advert shall be released in the order of the difference between the actual print quantity and guaranteed number of copies.

10. The client is responsible for punctual delivery of ready-properly printed material to be published or digital material or material required for digital advertising in general. In the case of digital ready-to-print material the publisher undertakes to deliver proper advertising, which appear in a printed product within one year. The invoice becomes due on the date of appearance of the first advert. In this case, the advert shall be released in the order of the difference between the actual print quantity and guaranteed number of copies.

11. The client shall immediately inform the publisher of any changes in the contact data, which, due to the formal or appearance, may appear to the reader to be that of the user without any risk, or that contracts for third-party digital, in the form of an advertisement or on the publisher’s website, the client confirms that the offer is based on. The publisher or the client shall be further informed of the possibility of the printing material. Before a digital version of an advert, the client is responsible for ensuring by means of suitable technical measures that the transmission to free of any computer viruses. Should the publisher discover computer viruses in its system, it shall reserve the right to make the relevant advertising material available for publishing.

12. Should the client fail to pay in advance, the invoice shall be sent immediately or within a maximum of fourteen days after publication of the advert. The invoice must be paid within the period given in the price list, starting from the date of receipt of invoice, unless a different payment period has been agreed in individual cases.

17. The client avowes that his is the unconditional owner of all rights of use to the advertising material necessary for publication and distribution. In this respect he indemnifies the publisher from all claims by third parties, and grants the publisher the rights of usage necessary for publication.

18. The client acknowledges that he is entitled to set the hyperlinks concerned to the online advertising. The client furthermore affirms that he will abide by the applicable data protection legislation in particular of the Federal Data Protection Act – and also impose such a responsibility on their employees. Should the client use special techniques such as cookies or tracking tools to obtain or collect data from the client the identity of the user without any risk, or that contracts for third-party digital, in the form of an advertisement or on the publisher’s website, the client confirms that the offer is based on. The publisher or the client shall be further informed of the possibility of the printing material. Before a digital version of an advert, the client is responsible for ensuring by means of suitable technical measures that the transmission to free of any computer viruses. Should the publisher discover computer viruses in its system, it shall reserve the right to make the relevant advertising material available for publishing.

19. Should the client fail to pay in advance, the invoice shall be sent immediately or within a maximum of fourteen days after publication of the advert. The invoice must be paid within the period given in the price list, starting from the date of receipt of invoice, unless a different payment period has been agreed in individual cases.

20. In the event of a delay in payment, interest and recovery costs shall be added to the amount due. In the case of delayed payment, the publisher may witheld further publication under the order concerned until payment is made and demand advance payments for the remaining adverts. When, however, a substantial doubt over the clients ability to pay, the publisher shall be entitled, even during the duration of an advertising contract, to make the publication of further adverts dependent on the payment of the sum due and the settlement of outstanding invoices, regardless of the payment terms originally agreed.

21. The publisher shall provided, upon request, a copy of the advert along with the invoice. Depending on the type and scope of advertising contract, advert extracts, record pages or full record numbers will be provided. If a record can no longer be created, it will be replaced with a legally binding statement on all advertising material. Backlink to your website.

22. The publisher shall not be responsible for any delays in performance caused by unforeseeable events which the publisher cannot influence – such as strikes, lock-outs, disruption of operations, etc.). After the cessation of such events, the publisher may either publish adverts in the next issue or in the publication concerned.

23. The publisher shall not be responsible for any delays in performance caused by unforeseeable events which the publisher cannot influence – such as strikes, lock-outs, disruption of operations, etc.). After the cessation of such events, the publisher may either publish adverts in the next issue or in the publication concerned.

24. The place of performance and exclusive place of jurisdiction for all disputes shall – to the extent permitted by law – be the publisher’s head- quarters, at present Wiesbaden, Germany.


Wiley’s Essential Knowledge Briefings (EKBs) are available on request.

For unlimited downloads, for one year.


On www.essentialknowledgebriefings.com, for one year.
You can link to your EKB from any company platform.

Via on-site registration; unlimited downloads
PDF, ePub, mobi for PC, tablet, e-reader
None of your market competitors can publish an EKB on the topic you selected (for 1 year)

Your logo on the publication, on the EKB website and on all advertising material. Backlink to your site.

Co-branding with corresponding Wiley brands (e.g. B2B titles).

Banner advertising for 2 months on relevant B2B portals or on the Wiley Online Library, banner or product feature in a relevant newsletter and news feature on the landing page.

Multimedia features, print-run, and additional marketing resources, available on request.

€15,640

Preparation of a digital publication with basic knowledge on a current topic, including configuration and editorial support.

On www.essentialknowledgebriefings.com, for one year.
You can link to your EKB from any company platform.

Via on-site registration; unlimited downloads
PDF, ePub, mobi for PC, tablet, e-reader
None of your market competitors can publish an EKB on the topic you selected (for 1 year)

Your logo on the publication, on the EKB website and on all advertising material. Backlink to your site.

Co-branding with corresponding Wiley brands (e.g. B2B titles).

Banner advertising for 2 months on relevant B2B portals or on the Wiley Online Library, banner or product feature in a relevant newsletter and news feature on the landing page.

Multimedia features, print-run, and additional marketing resources, available on request.

€15,640

Preparation of a digital publication with basic knowledge on a current topic, including configuration and editorial support.

On www.essentialknowledgebriefings.com, for one year.
You can link to your EKB from any company platform.

Via on-site registration; unlimited downloads
PDF, ePub, mobi for PC, tablet, e-reader
None of your market competitors can publish an EKB on the topic you selected (for 1 year)

Your logo on the publication, on the EKB website and on all advertising material. Backlink to your site.

Co-branding with corresponding Wiley brands (e.g. B2B titles).

Banner advertising for 2 months on relevant B2B portals or on the Wiley Online Library, banner or product feature in a relevant newsletter and news feature on the landing page.

Multimedia features, print-run, and additional marketing resources, available on request.

€15,640

Preparation of a digital publication with basic knowledge on a current topic, including configuration and editorial support.