60,000 readers
The leading German-language physics journal
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.
Analysis

PRINT-RUN ANALYSIS

<table>
<thead>
<tr>
<th>Description</th>
<th>Copies</th>
</tr>
</thead>
<tbody>
<tr>
<td>Print run</td>
<td>58,831</td>
</tr>
<tr>
<td>Actual distributed print run</td>
<td>58,641</td>
</tr>
<tr>
<td>of which abroad</td>
<td>3,244</td>
</tr>
<tr>
<td>of which for members</td>
<td>58,345</td>
</tr>
<tr>
<td>Rest, archived, proofs</td>
<td>190</td>
</tr>
<tr>
<td>Average copies per issue</td>
<td></td>
</tr>
</tbody>
</table>

(1 July 2018 through 30 June 2019)

SCOPE ANALYSIS 2018 = 11 ISSUES

<table>
<thead>
<tr>
<th>Category</th>
<th>Pages</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total content</td>
<td>1,140</td>
<td>100.0</td>
</tr>
<tr>
<td>Editorial</td>
<td>833.5</td>
<td>73.1</td>
</tr>
<tr>
<td>Advertising</td>
<td>306.5</td>
<td>26.9</td>
</tr>
<tr>
<td>Jobs</td>
<td>20.8</td>
<td>1.8</td>
</tr>
<tr>
<td>Inserts</td>
<td>2</td>
<td>0.2</td>
</tr>
<tr>
<td>Publisher’s own ads/inserts</td>
<td>37.7</td>
<td>3.3</td>
</tr>
</tbody>
</table>

CONTENT ANALYSIS OF THE EDITORIAL PART

2018 = 833 PAGES

<table>
<thead>
<tr>
<th>Category</th>
<th>Pages</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>News</td>
<td>144</td>
<td>17.3</td>
</tr>
<tr>
<td>Focus</td>
<td>54</td>
<td>6.5</td>
</tr>
<tr>
<td>Expert articles</td>
<td>142</td>
<td>17.0</td>
</tr>
<tr>
<td>Education and Career/Forum</td>
<td>75</td>
<td>9.0</td>
</tr>
<tr>
<td>Opinions/Letters</td>
<td>20</td>
<td>2.4</td>
</tr>
<tr>
<td>People</td>
<td>63</td>
<td>7.6</td>
</tr>
<tr>
<td>Congress reports</td>
<td>14</td>
<td>1.7</td>
</tr>
<tr>
<td>Recensions</td>
<td>23</td>
<td>2.8</td>
</tr>
<tr>
<td>DPG news</td>
<td>135</td>
<td>16.2</td>
</tr>
<tr>
<td>Product information/Company news</td>
<td>64</td>
<td>7.7</td>
</tr>
<tr>
<td>Other</td>
<td>99</td>
<td>11.9</td>
</tr>
<tr>
<td>Total</td>
<td>833</td>
<td>100.0</td>
</tr>
</tbody>
</table>

Prices & Formats

ADVERTISEMENTS

<table>
<thead>
<tr>
<th>Description</th>
<th>Width / Height (mm)</th>
<th>Price € 4C</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/1 Page</td>
<td>186 / 260</td>
<td>8,280</td>
</tr>
<tr>
<td>2/3 Page</td>
<td>128 / 254</td>
<td>6,830</td>
</tr>
<tr>
<td>2/3 Page</td>
<td>186 / 168</td>
<td>6,830</td>
</tr>
<tr>
<td>Juniorpage</td>
<td>128 / 190</td>
<td>5,495</td>
</tr>
<tr>
<td>1/2 Page portrait</td>
<td>99 / 254</td>
<td>5,155</td>
</tr>
<tr>
<td>1/2 Page landscape</td>
<td>186 / 128</td>
<td>5,155</td>
</tr>
<tr>
<td>1/3 Page portrait</td>
<td>52 / 254</td>
<td>4,285</td>
</tr>
<tr>
<td>1/3 Page landscape</td>
<td>186 / 85</td>
<td>4,285</td>
</tr>
<tr>
<td>1/4 Page portrait</td>
<td>90 / 128</td>
<td>3,550</td>
</tr>
<tr>
<td>1/4 Page landscape</td>
<td>186 / 64</td>
<td>3,550</td>
</tr>
<tr>
<td>1/8 Page portrait</td>
<td>90 / 64</td>
<td>2,740</td>
</tr>
<tr>
<td>1/8 Page landscape</td>
<td>186 / 32</td>
<td>2,740</td>
</tr>
</tbody>
</table>

These formats and rates are not applicable to job ads. Please refer to page 5.

PROMINENT POSITIONING

<table>
<thead>
<tr>
<th>Description</th>
<th>Price €</th>
</tr>
</thead>
<tbody>
<tr>
<td>2nd or 4th cover</td>
<td>8,795</td>
</tr>
</tbody>
</table>

SURCHARGES

<table>
<thead>
<tr>
<th>Description</th>
<th>Price €</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ads extending into bleed area</td>
<td>450</td>
</tr>
</tbody>
</table>

Surcharges are not eligible for discount.
Terms of Payment:
Payment within 30 days without deduction.
3 % direct debit discount.

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

Bank details:
JP Morgan AG, Frankfurt
BLZ 501 108 00, Konto Nr. 61 61 51 74 43
S.W.I.F.T.-Adr.: CHASDEFX
IBAN: DE55 5011 0800 6161 5174 43
or cheque:
WILEY-VCH Verlag GmbH & Co. KGaA,
P.O. Box 10 11 61, D-69451 Weinheim
VAT-Id.No.: DE 813 481 633

Discounts
for several ads within 12 months (year of insertion)
3 Advertisement 5 %
6 Advertisement 10 %
9 Advertisement 15 %
12 Advertisement 20 %

Jobs and opportunities ads are not eligible for discount
We grant combination discounts.
Requirements: At least three ads in two or more journals, Min. Size 1/4 page DIN A4. Within 12 months (year of insertion).

Discounts
for several ads within 12 months (year of insertion)
3 Advertisement 5 %
6 Advertisement 10 %
9 Advertisement 15 %
12 Advertisement 20 %

Jobs and opportunities ads are not eligible for discount
We grant combination discounts.
Requirements: At least three ads in two or more journals, Min. Size 1/4 page DIN A4. Within 12 months (year of insertion).
**Prices & Formats**

Products and Suppliers:
Each issue of Physik Journal contains a list of suppliers for all fields of physics. Entries are charged by printed line. The online version on www.pro-physik.de is free of charge.

1 printed line is approx. 2mm high and 34 mm wide and includes around 25 characters. Logos are converted to lines according to print size.

**PRICE**

<table>
<thead>
<tr>
<th></th>
<th>EURO</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 printed line per rubric and issue</td>
<td>11.40</td>
</tr>
<tr>
<td>Annual rate for 11 issues</td>
<td>125.40</td>
</tr>
</tbody>
</table>

**DISCOUNTS**

<table>
<thead>
<tr>
<th></th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>For at least 6 rubrics</td>
<td>5</td>
</tr>
<tr>
<td>For at least 12 rubrics</td>
<td>10</td>
</tr>
<tr>
<td>For at least 18 rubrics</td>
<td>15</td>
</tr>
</tbody>
</table>

Conditions
List of supplier entries are run until canceled. Minimum booking is for one year (= 11 issues). Additions are possible at the start of each quarter. Invoiced quarterly with the first issue in the quarter. Cancellation possible each quarter to the end of the following quarter.

**SERVICES PRINT AND ONLINE**

Physik Journal circulation per issue | 60,000
Unique visitors pro-physik.de each month | 37,000
Page impressions each month | 107,000
Visits each month | 55,000

Quelle: Google Analytics

Cross-medial reach of the highest quality:
The 3-in-1 package for your job ad – Print, online and newsletter

**JOBS** | **WIDTH (mm)** | **RATE € / mm** | **HEIGHT**
--- | --- | --- | ---
Job Ads | 90 | 16.50 | 180

**SURCHARGES**

<table>
<thead>
<tr>
<th></th>
<th>PRICE €</th>
</tr>
</thead>
<tbody>
<tr>
<td>per color (CMYK)</td>
<td>560</td>
</tr>
<tr>
<td>4c</td>
<td>1,680</td>
</tr>
</tbody>
</table>

Surcharges are not eligible for discount

Job ads are additionally published online free of charge analogous to the printed version. The ads appear on www.pro-physik.de for 4 weeks. And, thirdly, the job ads are presented in the e-newsletter.

**FORMAT**

**RATE PER WEEK IN €**

| Job of the week | 250 |

Only available in combination with a print or online job ad.

Job of the week on pro-physik:
- Exclusive and prominent placement
- Heightened awareness
- Direct hyperlink

Cross-medial reach of the highest quality:
The 3-in-1 package for your job ad – Print, online and newsletter

**JOBS** | **WIDTH (mm)** | **RATE € / mm** | **HEIGHT**
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<tr>
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**FORMAT**

**RATE PER WEEK IN €**

| Job of the week | 250 |

Only available in combination with a print or online job ad.
## Dates & Contents

<table>
<thead>
<tr>
<th>ISSUES</th>
<th>1 January</th>
<th>2 February</th>
<th>3 March</th>
<th>4 April</th>
</tr>
</thead>
<tbody>
<tr>
<td>Publishing date</td>
<td>09 January 2020</td>
<td>03 February 2020</td>
<td>02 March 2020</td>
<td>01 April 2020</td>
</tr>
<tr>
<td>Advertising deadline</td>
<td>04 December 2019</td>
<td>02 January 2020</td>
<td>30 January 2020</td>
<td>02 March 2020</td>
</tr>
</tbody>
</table>

### TRADE SHOWS/CONFERENCES

- **SPIE Photonics West**
  - San Francisco, CA, USA
  - February 01–06

- **W3 Fair + Convention**
  - Wetzlar, Germany
  - February 26–27

- **Hannover Messe**
  - Hanover, Germany
  - April 20–24

- **SPIE Photonics Europe**
  - Strasbourg, France
  - March 29 – April 02

- **analytica**
  - Munich, Germany
  - March 31 – April 03

### TOPICS

- Nuclear Physics
- Materials Sciences
- DPG Spring Meetings
- Solid-state Physics
- Biophysics

### PRODUCTS/COMPANIES

#### Topic Photonics:
- User Reports
- Featured Products

#### Metrology
- Vacuum Technology
- Software
- Process Control

#### Special DPG-Spring Meetings:
- User reports
- Featured products with Company Profiles

#### Vacuum Technology
- Surface Technology
- Metrology
- Laser

---

<table>
<thead>
<tr>
<th>ISSUES</th>
<th>Special Issue Physics' Best</th>
<th>5 May</th>
<th>6 June</th>
<th>7 July</th>
<th>8/9 August/September</th>
</tr>
</thead>
<tbody>
<tr>
<td>Publishing date</td>
<td>23 April 2020</td>
<td>04 May 2020</td>
<td>02 June 2020</td>
<td>01 July 2020</td>
<td>01 September 2020</td>
</tr>
</tbody>
</table>

### TRADE SHOWS/CONFERENCES

- **SMTconnect**
  - Nuremberg, Germany
  - May 05–07

- **LASYS**
  - Stuttgart, Germany
  - June 16–18

- **AMB**
  - Stuttgart, Germany
  - September 15–19

- **POWTECH**
  - Nuremberg, Germany
  - September 29 – October 01

### TOPICS

- Laser / Optics
- Special “175 years of DPG”
- Particle Physics
- Prize-winning articles

### PRODUCTS/COMPANIES

- Laser, Optics and Photonics, Metrology, Vacuum Technology, Nanotechnology, Software
- Laser
- Optics
- Software
- Process Control
- Anniversary Issue 175 Years DPG
  - Laser
  - Optics
  - Sensor Technology
- Vacuum Technology
- Nanotechnology
- Solar Technology
- Metrology
- Sensor Technology
- Optics
- Laser
- Software
**ISSUES**

<table>
<thead>
<tr>
<th></th>
<th>10 October</th>
<th>Special Issue Best of</th>
<th>11 November</th>
<th>12 December</th>
</tr>
</thead>
<tbody>
<tr>
<td>Publishing date</td>
<td>01 October 2020</td>
<td>22 October 2020</td>
<td>02 November 2020</td>
<td>01 December 2020</td>
</tr>
<tr>
<td>Advertising deadline</td>
<td>01 September 2020</td>
<td>25 September 2020</td>
<td>02 October 2020</td>
<td>02 November 2020</td>
</tr>
</tbody>
</table>

**TRADE SHOWS/CONFERENCES**

- **Motek**
  Stuttgart, Germany
  October 05–08

- **Fakuma**
  Friedrichshafen, Germany
  October 13–17

- **EuroBLECH**
  Hanover, Germany
  October 27–30

- **VISION**
  Stuttgart, Germany
  November 10–12

- **electronica**
  Munich, Germany
  November 10–13

- **SEMICON Europa**
  Munich, Germany
  November 10–13

- **COMPAMED**
  Dusseldorf, Germany
  November 16–19

- **MEDICA**
  Dusseldorf, Germany
  November 16–19

- **sps smart production solutions**
  Nuremberg, Germany
  November 24–26

**TOPICS**

- Astrophysics
- Quantum Optics
- Nobelpries

**PRODUCTS/COMPANIES**

<table>
<thead>
<tr>
<th>Surface Technology</th>
<th>Laser, Optics and Photonics, Metrology, Vacuum Technology, Nanotechnology, Software</th>
<th>Vacuum Technology</th>
</tr>
</thead>
<tbody>
<tr>
<td>Materials</td>
<td>Laser</td>
<td>Software</td>
</tr>
<tr>
<td>Vacuum Technology</td>
<td>Process Control</td>
<td>Metrology</td>
</tr>
<tr>
<td>Process Control</td>
<td></td>
<td>Sensor Technology</td>
</tr>
</tbody>
</table>

**Journal format**

210 x 297 mm (WxH), DIN A4
186 x 260 mm (WxH), type area

**Printing and binding**

Offset, adhesive
Print profile: ISO Coated_v2_300 (39L)

**Colors**

Euroscale

**Delivery via e-mail:**

sedam@wiley.com

**Only the following file formats can be processed:**

PDF (.pdf) created with print optimization.
EPS (.eps)
Tiff or JPG (non-compressed)

**Unsecured files:**

Photoshop
InDesign

**Please note the following:**

The document names (including the images) may not contain umlauts, spaces or special characters.

The images, logos and fonts used in the advert are to be delivered with the unsecured files.

The documents may not contain any images or colors in RGB mode (only in CMYK), otherwise a binding color separation is not possible.

Grayscale (b/w) and 4-color images and figures must have a minimum resolution of 300 dpi, line drawing at least 600 dpi.

We accept all normal data media.

**Delivery:**

via E-Mail sedam@wiley.com

WILEY-VCH GmbH & Co. KGaA
Silvia Edam
Boschstraße 12
69469 Weinheim, Germany
Tel.: +49 (0) 6201 606-570
Fax: +49 (0) 6201 606-790

---

**Technical Details**
**Pro-Physik.de**

Pro-Physik.de is the leading German-language expert portal for all areas of physics. Each day it is updated with news and articles from industry, technology, research and academia, as well as from the DPG (Deutsche Physikalische Gesellschaft; German Physical Society).

A comprehensive job ads section, list of suppliers with full search functionality and product information round off the offering.

Pro-Physik.de users mainly come from industry, research institutes and universities. The portal is regularly used by over 37,000 experts (unique visitors) a month and records over 106,000 monthly page impressions.

**Product of the Month**

Information about your product along with your company's name and a picture is presented on all pages (except job ads section) on the pro-physik.de portal and in e-newsletters.

Additionally, your product highlight remains for a total of six months (4 weeks thereof on one of the first 4 positions) in the portal's product database.

And, thirdly, the product information features prominently in the corresponding monthly issue of Physik Journal (print run: 60,000).

Cost: € 1,845

**Webinar**

A Webinar is an audiovisual online presentation, 60 minutes long.

The publisher supplies: Technology, presenter, acquisition of participants, recording available for 12 months on pro-physik.de, contact details of participants.

Cost per Webinar: € 12,810.

**Banner**

<table>
<thead>
<tr>
<th>Banner Format</th>
<th>Price €/Month</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leaderboard (728 x 90 px)</td>
<td>1,250</td>
</tr>
<tr>
<td>Wide Skyscraper (160 x 600 px)</td>
<td>1,455</td>
</tr>
<tr>
<td>Rectangle (180 x 150 px)</td>
<td>1,190</td>
</tr>
</tbody>
</table>

**Content Ad**

The content ad is prominently placed on the entry page of the portal and thus attracts much attention.

In the content ad you can present your product, service, or event as an advertorial, i.e., in editorial style. It contains an image or logo, a short text, and a direct link to your desired page.

You can also present your white paper with a teaser text, image, and a link.

Cost/month € 1,485

**Physics E-Newsletter**

The physics e-newsletter is published weekly.

It offers its subscribers a comprehensive overview of current articles, news, interviews, and biweekly information from the DPG.

The e-newsletters pro-physik.de (6,000 recipients) and Physik Journal (17,500 recipients) are offered as a package with the weekly physics e-newsletter.

This means you can reach DPG newsletter subscribers and other experts from industry and research in all areas of physics.

Cost/month € 900

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We will be happy to provide further information about online advertising options on pro-physik.de
Magazine Overview

Prices & Formats

Dates & Contents

Technical Data

Online

General terms of Business

Contact

**PhotonicsViews.com**

Light at work: PhotonicsViews.com is the international portal for optics, photonics and laser technology in research and industry, brought to you by Wiley's editorial staff. It serves as a partner for your B2B communication strategies, embodied in the rich and up-to-date content of academic and corporate news, product information, original research papers, technical articles, application reports and much more.

**Product of the Month**

Information about your product along with your company's name and a picture is presented in its own box (max. four entries) on all pages on the PhotonicsViews.com portal and in e-newsletters. Additionally, your product highlight remains for a total of six months in the portal's product database. And, thirdly, the product information features prominently optional in PhotonicsViews, Physik Journal or Vakuum in Forschung und Praxis.

€ 1,845 print & online
Booking period: 1 month prominently on the homepage and a total of 6 months in the product database.

**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 PhotonicsViews.com.

**Leaderboard**

728 × 90 Pixel € 1,020 / month

**Skyscraper**

160 × 600 Pixel € 950 / month

**Rectangle**

270 × 150 Pixel € 1,190 / month

**Medium Rectangle**

300 × 250 Pixel € 1,245 / month

**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.

€ 975 for 6 months

Including: Teaser text, product photos, company contacts, PDF for download

**Technical Data**

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

Banner – Data Formats: GIF, JPG, PNG
Target-website: please tell us the exact URL, where your banner should be linked to.
Product information: up to 1,600 characters incl. blanks and image (TIF/JPG/EPS, min. 300 dpi)
Webcasts – Data format: Flash (FLV, no SWF)
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.

### Microsite “BASIC”

**Media Service**  
Creation of the site, Hosting, Project Management, Evaluation, Online editing (as agreed), Banners and Product features provided by the client.**  

<table>
<thead>
<tr>
<th>Promotion</th>
<th>Pre Running Time</th>
<th>Running Time</th>
<th>Running Time</th>
<th>Running Time</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 x Banner on Portal for 3 months; 1 x Product Feature in e-Newsletter</td>
<td>At least 6 weeks for conception and promotion</td>
<td>3 months</td>
<td>6 months</td>
<td>12 months</td>
</tr>
<tr>
<td>1 x Banner on Portal for 6 months; 2 x Product Feature in e-Newsletter</td>
<td>X</td>
<td></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>X</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### Microsite “PREMIUM”*

**Media Service**  
Creation of the site, Hosting, Project Management, Evaluation, Online editing (if desired/agreed to), Banners and Product features provided by the client.**  

<table>
<thead>
<tr>
<th>Tariffs Microsite “BASIC” *</th>
<th>Pre Running Time</th>
<th>Running Time</th>
<th>Running Time</th>
<th>Running Time</th>
</tr>
</thead>
<tbody>
<tr>
<td>6 weeks</td>
<td>€ 8,750</td>
<td>€ 15,500</td>
<td>€ 27,750</td>
<td></td>
</tr>
</tbody>
</table>

### Tariffs Microsite “PREMIUM” *

**Media Service**  
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.  

<table>
<thead>
<tr>
<th>Microsite “Stand alone”</th>
<th>Pre Running Time</th>
<th>Running Time</th>
<th>Running Time</th>
<th>Running Time</th>
</tr>
</thead>
<tbody>
<tr>
<td>6 weeks</td>
<td>€ 10,750</td>
<td>€ 19,250</td>
<td>€ 34,250</td>
<td></td>
</tr>
</tbody>
</table>

| 1 x Banner on Portal for 3 months; 2 x Product Feature in e-Newsletter; 1 x Full Banner e-Newsletter | X | | | |
| 1 x Banner on Portal for 6 months; 4 x Product Feature in e-Newsletter; 1 x Full Banner e-Newsletter | X | | | |
| 1 x Banner on Portal for 12 months; 6 x Product Feature in e-Newsletter; 1 x Full Banner e-Newsletter | X | | | |

<table>
<thead>
<tr>
<th>Tariffs Microsite “PREMIUM” *</th>
<th>Pre Running Time</th>
<th>Running Time</th>
<th>Running Time</th>
<th>Running Time</th>
</tr>
</thead>
<tbody>
<tr>
<td>18 weeks</td>
<td>on request</td>
<td>on request</td>
<td>on request</td>
<td></td>
</tr>
</tbody>
</table>

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

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### 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.

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Email  
corporatesaleseurope@wiley.com  

Corporate Solutions Homepage  
corporatesolutions.wiley.com
General Terms and Conditions 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 advertisements which are placed by “client” in the magazines of Wiley-VCH GmbH & Co. KGaA (hereafter: “publisher”) for the purpose of disseminating and relating to the placement of online advertising on the publisher’s websites. They shall also apply to orders for third-party suppliers who have agreed to this. (Without prejudice to the general terms and conditions of the third-party supplier, the client shall be exempt from the liability exclusion in paragraph 1.) Essential contractual obligations shall mean obligations, the fulfilment of which is necessary in order to achieve the objectives of the contract. Liability for damages caused by intentional or grossly negligent breaches of obligations on the part of the publisher, its legal representatives or scions of actions against the publisher in the event of failure of online advertising. In the case of digital ready-to-print material the client undertakes to deliver proper artwork, complying in particular with the conditions of the proof of suitability of technical data and guaranteed number taken.

2. Differing, conflicting or supplemental general terms and conditions of advertising clients will not be recognised as an integral part of the contract, unless the publisher expressly agrees thereto.

3. The following applies to clients wishing to place more than one advert: The discounts shown in the advert price list are only granted for advertisements which appear for printing product within one year. The successive issue on the basis of the presence of the first advert; unless a different start date has been agreed in writing upon signing of the contract. The size of discount is based on volume. Where a fewer adverts are taken later than originally agreed, the publisher shall be entitled to reduce the discount based on the difference between the actual and guaranteed number taken.

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 stipulation in clause 3.

5. Orders cancellations may be written in full. The cancellation charge imposed in the case of cancellation on the deadline date for the placement of the advertisement on the newspaper is to be deducted from the price of the order in specific instances. However, the client is entitled to be granted the right to prove that the contractor suffered no loss, or at any rate only a lower loss.

6. Orders for adverts and other marketing materials to be published specifically and exclusively in specific issues, specific publications or on specific places in the publication shall reach the publisher in sufficient time – i.e. not later than on the date specified in the order confirmation – for the client to be able to inform the client about the advert 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 layout will be clearly marked with the word “Advert” by the publisher.

8. The publisher reserves the right to reject advert orders – including individual adverts under a signed contract – or orders for inserts, on grounds of content, origin or technical form, under its own standard and legally valid grounds if the content of such orders contravenes legal or regulatory stipulations or if other publications are unsuitable for the advertise.

9. This applies to orders submitted to branch offices, receiving agencies or representatives. Orders for inserts are only binding for the publisher once the insert template has been submitted and approved. Inserts which, due to the format or appearance, appear to the reader to be part of the newspaper or magazine, or which contain third party adverts, shall not be accepted. Refusal of an order shall be communicated to the client without delay. In such cases, the publisher reserves the right to request repayment of any discounts granted.

10. The client is responsible for punctual delivery of proper print ready for printed matter or supplements or for punctual delivery of materials required for online advertising. In the case of digital ready to print material the client undertakes to deliver proper artwork, complying in particular with the format and the technical specifications of the publisher, punctually for the print material deadline. The publisher shall request replacement for recognizably inaccurate or damaged printing material without delay. The publisher guarantees print quality customary to that of the concerned work. For any possible issue of the printed work or online advertising medium, or withdraw from the contract – entirely or in part. In this context, the client shall inform the publisher of the occurrence of any such event (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, if agreed otherwise, may offer to postpone publication.

11. Adverts or online advertising that are placed shall be published even if printing defects or misprints occur, in which case the publisher will only be liable for damage if the error is attributable to a substantial breach of its contractual obligations or if it is attributable to the publisher’s fault.

12. The publisher shall provide, upon request, a copy of the advert along with the invoice. Depending on the type and scope of advertising contract, adverts 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 substitute record.

13. Adverts or online advertising that are placed shall be published even if printing defects or misprints occur, in which case the publisher will only be liable for damage if the error is attributable to a substantial breach of its contractual obligations or if it is attributable to the publisher’s fault.

14. (The) the client’s claims for damages shall be excluded unless provided for otherwise hereinafter. This exclusion of liability shall also apply in respect of the publisher’s legal representatives and scions of actions against the publisher in the event that the client’s assets claims against them.

15. Claims for damages on account of death, injuries and severe health effects as well as claims for damages caused by a violation of essential contractual obligations shall not be excluded from liability. However, the publisher shall be liable only for damages which are caused by intent or gross negligence. The following claims for damages are not excluded from liability:

16. The provisions of the German Product Liability Act (ProFiLiHaG) shall not be affected by the above.

17. Sample print outs will only be provided where specifically requested. The client shall be responsible for the correctness of the returned samples.

18. The publisher shall observe all error corrections made known to it within the period specified specifically on the sample. Should the client fail to return within the specified period a sample sent on by the publisher, approval for print shall be deemed to have been given.

19. Unless any specific printing requirements have been given, the amount to be charged shall be calculated based on the print size that is normal for the year in question.

20. The client assures that they are the unconditional owner of all rights of use to the advertising material necessary for publication and distribution in this respect the indemnifies the publisher from all claims by third parties, and grants the publisher the rights of usage necessary for publication of the advertising material.

21. The client acknowledges that he is entitled to set the hypertext links to the online advertising. The client furthermore affirms that he will abide by the applicable data privacy legislation – in particular of the Federal and the Telecommunications Data Protection Act – and also impose such a responsibility on their employees. Should the client use special techniques such as cookies or tracking pixels to obtain or collect data from the user, the client also affirms that they will be in compliance with the German Telemedia Act (TMG) and/or of the Interstate Broadcasting Treaty (RfStV) as well as the Federal Data Protection Act (BDSG) in the collection, processing and use of personal data.

22. The client shall be responsible for punctual delivery of proper print ready to print material or supplements or for punctual delivery of materials required for online advertising. In the case of digital ready to print material the client undertakes to deliver proper artwork, complying in particular with the format and the technical specifications of the publisher, punctually for the print material deadline. The publisher shall request replacement for recognizably inaccurate or damaged printing material without delay. The publisher guarantees print quality customary to that of the concerned work. For any possible issue of the printed work or online advertising medium, or withdraw from the contract – entirely or in part. In this context, the client shall inform the publisher of the occurrence of any such event (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, if agreed otherwise, may offer to postpone publication.

23. The provisions of the German Product Liability Act (ProFiLiHaG) shall not be affected by the above.

24. The place of performance and exclusive place of jurisdiction for all disputes shall – at the client’s request – be the publisher’s head office at its present headquarters.