Media Kit 2018
Imaging & Microscopy
imaging-git.com

Leading Publication for the European Imaging Community

20 YEARS

WILEY
According to the b2b Decision Maker Analysis from the 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.

CHEManager.com    ChemistryViews.org    GIT-LABOR.de    imaging-git.com    inspect-online.com    laboratory-journal.com
· md-Automation.de    optik-photonik.de    physik-journal.de    pro-physik.de    WileyOnlineLibrary.com    PRO-4-PRO.com

>>Good Reading, even today, is the Key to Knowledge<<
Imaging & Microscopy stands for editorial quality and credibility. Reviews as well as scientific and technical reports are carefully selected and edited, so that readers only receive the information which they need and customers receive the attention that they deserve. The articles focus on applications relating to Light Microscopy, Electron and Ion Microscopy, Image Processing and Analysis, Scanning Probe Microscopy and X-Ray Analysis.

>>Captivating Content<<
Imaging & Microscopy is the journal for users and key decision-makers in industrial and academic research looking for first-hand information in all areas of microscopy and imaging. Our readers are in the position to recommend or influence the purchase of products and services within their organization. Whether your goal is to Build Brands, Increase Traffic or Generate Leads, Imaging & Microscopy can support you individually with whatever you need.

>>Leaders Read Leading Reading Material<<
We are established media partner of the: European Microscopy Society (EMS), European Light Microscopy Initiative (ELMI), Royal Microscopical Society (RMS), EMBL International Centre for Advanced Training (EICAT) and Focus on Microscopy (FOM).

Overview
Publication frequency 4 issues per year
Volume 20th year 2018
Circulation 18,000
Web address (URL) imaging-git.com
Publishing house Wiley-VCH Verlag GmbH & Co. KGaA
Boschstrasse 12, 69469 Weinheim, Germany
Phone +49 (0) 6201 606 0
Fax +49 (0) 6201 606 793
Internet imaging-git.com
E-Mail contact@imaging-git.com
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Regional Commercial Director Dr. Katja Habermüller

Editor Dr. Arne Kusserow
Commercial Manager Vanessa Winde
Ad Sales Dr. Stefanie Krauth
Order Management Kerstin Kunkel
Subscription € 40.00 (+ VAT)
Single copy rate € 15.30 (+ VAT, + Postage)
Subscription for students € 20.00 (+ VAT)
ISSN 1439-4243
Content Analysis 2016/2017 4 issues
Format of the magazine DIN A4
Total Pages 216 pages = 100 %
Editorial 168 pages = 78 %
Advertising 48 pages = 22 %
**IMAGING & MICROSCOPY GEOGRAPHICAL BREAKDOWN**

Imaging & Microscopy has an audience of 18,000 pan-European readers from the scientific imaging community spanning more than 18 countries. Due to our constant media partnership, the average distribution of each issue on conferences and trade shows is 1,875 copies (Average distribution of issue 4/16 – 3/17).

**Analysis is based on distribution until August 2017**

**CIRCULATION & AUDIENCE 2017**

<<Imaging & Microscopy addresses the users and decision-makers in industrial and academic research>>

- Optics: 5%
- Chemical Industry: 10%
- Pharmaceutical Industry: 12%
- Energy- / Agro- / Environmental Industry: 3%
- University and Research Institute: 40%
- Measurement and Automation Technology: 6%
- Biotechnology Industry: 12%
- Semiconductor and Electronic Industry: 4%
- Working Materials and Metals: 6%
- Other: 2%

<<Imaging & Microscopy caters to scientists who work in a variety of job sectors>>

- Sales/Product Manager: 11%
- University Professor/Lecturer: 25%
- CEO/Managing Director: 10%
- Scientist/Post-Doc/Graduate: 22%
- PhD Student: 8%
- Engineer/Technician: 20%
- Other: 4%

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**GEOGRAPHICAL BREAKDOWN**

<table>
<thead>
<tr>
<th>Country</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Germany</td>
<td>23%</td>
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<tr>
<td>UK</td>
<td>16%</td>
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<tr>
<td>Belgium</td>
<td>3%</td>
</tr>
<tr>
<td>Netherlands</td>
<td>4%</td>
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<tr>
<td>Germany</td>
<td>23%</td>
</tr>
<tr>
<td>Switzerland</td>
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<tr>
<td>Sweden</td>
<td>2%</td>
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<td>Poland</td>
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<td>Czech Republic</td>
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<td>Austria</td>
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<td>Hungary</td>
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<tr>
<td>Spain</td>
<td>3%</td>
</tr>
<tr>
<td>Italy</td>
<td>5%</td>
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<tr>
<td>Spain</td>
<td>3%</td>
</tr>
<tr>
<td>Outside Europe</td>
<td>7%</td>
</tr>
<tr>
<td>Trade Shows and Congresses</td>
<td>10%</td>
</tr>
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FAIRS AND EXHIBITIONS

**Analytica**
Munich, Germany
10.–12.04.2018

**Control**
Stuttgart, Germany
24.–27.04.2018

**European Light Microscopy Initiative Meeting**
Dublin, Ireland
05.–08.06.2018

**SCANDEM**
Copenhagen, Denmark
25.–28.06.2018

**Scanning Probe Microscopy Meeting**
Leeds, UK
25.–26.06.2018

**17th International Conference on X-ray Absorption Fine Structure**
Kraków, Poland
22.–27.07.2018

**Microscopy & Microanalysis**
Baltimore, MD, USA
05.–09.08.2018

**Neuroscience**
San Diego, CA, USA
03.–07.11.2018

**SPIE Photonics West**
San Francisco, CA, USA
02.02.–07.02.2019

**20 YEARS Imaging & Microscopy Anniversary Issue**

To provide our readership with up-to-date Information on Products and Services, Technology and Applications, each issue of Imaging & Microscopy focuses on:

- Light Microscopy
- Electron, Ion and X-Ray Microscopy
- Scanning Probe Microscopy
- Image Analysis/Processing
- Compositional Analysis

I&M Showcase is a regular feature introducing new products and services related to:

- Light Microscopes
- Electron, Ion and X-Ray Microscopes
- Scanning Probe Microscopes
- Compositional Analysis
- Image Analysis/Processing
- Microscopy Accessories
- Microscopy Consumables

**Support from Science**

We are very proud to present the advisory board of Imaging & Microscopy to our readership. Composed of leading experts from around the world, its role is to advise on current issues and advances in all fields of modern microscopy and imaging. The board serves as a guardian for the journals’ scientific quality. In the most general term it is a sounding board and a conscience. Imaging & Microscopy calls upon suggestions and criticism that will make a good journal even better.

**ISSUES**

<table>
<thead>
<tr>
<th>1 / March</th>
<th>2 / June</th>
<th>3 / September</th>
<th>4 / November</th>
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<tbody>
<tr>
<td>Publishing Date</td>
<td>26.03.2018</td>
<td>18.06.2018</td>
<td>26.09.2018</td>
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<tr>
<td>Advertising Deadline</td>
<td>07.03.2018</td>
<td>30.05.2018</td>
<td>05.09.2018</td>
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<tr>
<td>Editorial Deadline</td>
<td>07.02.2018</td>
<td>30.04.2018</td>
<td>05.08.2018</td>
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**DISTRIBUTION**

- Email and URL
- Company logo
- Main technical specifications
- Light Microscopes
- Electron, Ion and X-Ray Microscopes
- Scanning Probe Microscopes
- Compositional Analysis
- Image Analysis/Processing
- Microscopy Accessories
- Microscopy Consumables

This half-page advertorial format is consisting of:

- 1,500 characters incl. blanks
- Main technical specifications,
- 65 letters incl. blanks per line
- One illustration, 250 dpi
- Company logo
- Email and URL
As one of the most influential journals in the field, Advanced Materials has been bringing you the latest progress in materials science for more than 25 years.

Truly interdisciplinary, Advanced Materials covers outstanding results from materials science, chemistry, physics, biosciences, engineering and increasingly medical research and electronics. Read carefully selected, top-quality Reviews, Progress Reports, Communications and Research News every week in Advanced Materials.

www.advmat.de

*2017 Release of Journal Citation Reports®, Source: Thomson Reuters 2016 Citation Data
### PRICES & FORMATS

<table>
<thead>
<tr>
<th>ADVERTISEMENTS</th>
<th>FORMAT (MM)</th>
<th>PRICE € (B/W)</th>
<th>PRICE € (4C)</th>
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<tbody>
<tr>
<td></td>
<td>width</td>
<td>height</td>
<td></td>
</tr>
<tr>
<td>1/1 Page</td>
<td>185</td>
<td>260</td>
<td>4,740</td>
</tr>
<tr>
<td>1/2 Page portrait</td>
<td>90</td>
<td>260</td>
<td>2,380</td>
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<tr>
<td>1/2 Page landscape</td>
<td>185</td>
<td>128</td>
<td>2,380</td>
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<tr>
<td>JuniorPage</td>
<td>137</td>
<td>190</td>
<td>2,630</td>
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<tr>
<td>1/3 Page portrait</td>
<td>58</td>
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</tr>
<tr>
<td>1/3 Page landscape</td>
<td>185</td>
<td>85</td>
<td>1,600</td>
</tr>
<tr>
<td>1/4 Page classic</td>
<td>90</td>
<td>128</td>
<td>1,180</td>
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<tr>
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</tr>
<tr>
<td>1/8 Page landscape</td>
<td>185</td>
<td>30</td>
<td>590</td>
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**PREFERRED POSITIONS**

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<td>213</td>
<td>303</td>
<td>7,750</td>
<td></td>
</tr>
<tr>
<td>Inside front/back page, Back page²</td>
<td>185</td>
<td>260</td>
<td>5,880</td>
<td>7,360</td>
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<tr>
<td>1st right hand page in text¹</td>
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<td>7,360</td>
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<tr>
<td>Belly Band</td>
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<td>max. 100</td>
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</tr>
<tr>
<td>Postcards²</td>
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**ADVERTORIALS**

- Application Note
- Technical Report
- Showcase
- Company Profile

1/1 PAGE: 2,600 EUR  
1/2 PAGE: 1,620 EUR

**BOUND-IN INSERTS**

<table>
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<tbody>
<tr>
<td>2-page A4</td>
<td>210</td>
<td>297</td>
<td>4,740</td>
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<tr>
<td>3-page A4 + side flip</td>
<td>207 + 105</td>
<td>297</td>
<td>7,110</td>
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<tr>
<td>4-page A4</td>
<td>420</td>
<td>297</td>
<td>7,590</td>
</tr>
<tr>
<td>6-page A4</td>
<td>414 + 203</td>
<td>297</td>
<td>9,960</td>
</tr>
</tbody>
</table>

**ADDITIONAL COSTS²**

- Per colour Euroscale: 500 EUR
- Special colour: 615 EUR
- 4-colour supplement: 1,480 EUR

**ADDITIONAL CHARGES**

- Binding positions: 10 %

**DISCOUNTS**

- 3 Advertisements: 5 %
- 6 Advertisements: 10 %
- 9 Advertisements: 15 %
- 12 Advertisements: 20 %
- 18 Advertisements: 25 %
- 24 Advertisements: 30 %

**DISCOUNTS**

- 3 Advertisements: 5 %
- 6 Advertisements: 10 %
- 9 Advertisements: 15 %
- 12 Advertisements: 20 %
- 18 Advertisements: 25 %
- 24 Advertisements: 30 %

**TERMS OF PAYMENT**

Payment within 30 days without deduction.

**Bank Details**

J.P. Morgan AG · Taunus Turm · Taunustor 1 · 60310 Frankfurt, Germany
IBAN: DE55 0110 8061 6151 7443
BIC: CHASEDEFX

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 2017 and supersedes all previous price lists.

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**Reprint and PDF**

**2 Pages**  
4c, 135 g/m²  
glossy art print
Print run 1,000 copies 1,000 €  
Print run 2,000 copies 2,000 €  
plus VAT, postage and packaging
Further print runs and differing scales on request.

We can provide a pdf file of your article for your internet presentation for a nominal charge of € 250.– (+ VAT). Printable PDF on request.

For further information on reprints please contact Dr. Stefanie Krauth at Tel.: +49 (0) 6201 606 728 or at stefanie.krauth@wiley.com

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**ADDITIONAL COSTS²**

- Per colour Euroscale: 500 EUR
- Special colour: 615 EUR
- 4-colour supplement: 1,480 EUR

---

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. Surcharge for advertisements smaller than ½ page A4 = 50%
5. Costs per thousand – including postage; no discount for loose inserts, sample must be sent before order can be accepted.

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**DISCOUNTS**

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## Formats

<table>
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<td>Landscape:</td>
<td>185 x 85 mm</td>
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<tr>
<td>1/4</td>
<td></td>
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<tr>
<td>Bleed Size:</td>
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</table>

## 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 | Euro scale | 70 ruling
- Print profile: ISO Coated_v2_300 (39L)

### Colours
- Screen ruling

### Screen ruling
- CMYK colours

### Loose inserts
Minimum insert size: 105 x 148 mm (w x h)
Maximum insert size: 287 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: 18,200 copies

### Delivery of bound-in inserts
Delivery quantity: 18,500 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.

6. Do not send pre-separated or DCS files.

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 RBG 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 kerstin.kunkel@wiley.com
- by FTP at ftp.gitverlag.com/incoming
- by CD Rom to

Wiley-VCH Verlag GmbH & Co. KGaA
FAO: Kerstin Kunkel
Boschstrasse 12
69469 Weinheim, Germany
Tel.: +49 (0) 6201 606 731
Fax: +49 (0) 6201 606 790
imaging-git.com provides the user with the latest information needed in academic or industrial laboratories. Close links between the editorial articles in the print issue with the content on imaging-git.com makes the website an indispensable information platform.

**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 imaging-git.com.

<table>
<thead>
<tr>
<th>Size</th>
<th>Price</th>
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<tbody>
<tr>
<td>Leaderboard 728 x 90 Pixel</td>
<td>€ 985 / month, run of site*</td>
</tr>
<tr>
<td>Full Banner 468 x 60 Pixel</td>
<td>€ 610 / month, run of site</td>
</tr>
<tr>
<td>Wide Skyscraper 160 x 600 Pixel</td>
<td>€ 1,180 / month, run of site</td>
</tr>
<tr>
<td>Skyscraper 120 x 600 Pixel</td>
<td>€ 985 / month, run of site</td>
</tr>
<tr>
<td>Rectangle 180 x 150 Pixel</td>
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<tr>
<td>Medium Rectangle 300 x 250 Pixel</td>
<td>€ 1,170 / month, run of site</td>
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</tbody>
</table>

* “run of site” means that the ad placements may appear on any page of the target site. In a rotating scheme with a maximum of four banners at one position.

**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.

- **Whitepaper**: € 890 for 6 months
  - Including: Teaser text, product photos, company contacts, PDF for download
- **Webcast**: € 900 for 6 months
  - Including: Teaser text, product video, company address

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

<table>
<thead>
<tr>
<th>Top Teaser Image</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>510 x 286 Pixel</td>
<td>€ 1,500 / month*</td>
</tr>
</tbody>
</table>

- **Scope of Service**: ➤ Top Teaser Story (150 letters incl. blanks)
- ➤ Detailed Text (1,600 letters incl. blanks)
- ➤ 2-4 Images (272 x 152 Pixel)
- ➤ 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**

<table>
<thead>
<tr>
<th>Size</th>
<th>Price</th>
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<tr>
<td>Wide Skyscraper 160 x 600 Pixel</td>
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<tr>
<td>Skyscraper 120 x 600 Pixel</td>
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<td>Feature</td>
<td>€ 970</td>
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In case of “Product Feature”, the product will be highlighted one time in the newsletter.

**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. 40 KB
  - Data formats: GIF, JPG, any kind of Redirect/Tag
  - Target-website: please tell us the exact URL where your banner should be linked to.
- **Product Information**: Text: up to 1,000 characters incl. blanks
  - Pictures: JPG, PNG, TIF
- **Webcasts**: Data format: any video format is possible
  - Size of data: max. 40 MB

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**Newsletter publication dates**
23.01.2018
22.02.2018
27.03.2018
26.04.2018
31.05.2018
28.06.2018
26.07.2018
30.08.2018
27.09.2018
25.10.2018
22.11.2018
13.12.2018

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**Exclusive access to your customers**
**Single Sponsored Newsletter** 4,380 €
Regardless of what type of marketing tactics and channels you use – from powerful traditional print advertising to engaging digital content marketing – quality content is always an essential part of it. Wiley’s content solutions offer you access to highly respected publications and learning tools. Benefit from 200 years of publishing experience, a trusted brand, authoritative content and incomparable scientific and professional communities. Get connected through Wiley content!

Content Solutions powering your Business!

Mix and match content campaigns to suit your marketing goals: Choose from tailored combinations of advertising, reprints, supplements and other traditional strategies, as well as powerful microsites, mobile apps, email campaigns, and interactive online learning environments.

Contact us to find out how Wiley content solutions could help drive your marketing strategy.

Advertising

Reaching the minds that matter most: Whether print or online, Wiley advertising offers access to highly targeted, influential audiences of decision makers and opinion leaders in key markets around the world. 19.5 million experts read Wiley journals in print or on WileyOnlineLibrary 100,000 decision makers in industry read our b2b publications.

Webinar

Interact with your target group: Our free-to-attend online seminars engage targeted audiences in real time as well as on-demand – offering a wealth of opportunities to showcase your brand, build thought leadership, deliver training and more.

Microsite

Connect through content: Engage with your target group and position your company as thought leader or technology expert in a certain field. Whether you choose the stand-alone version or a microsite integrated in our b2b portals, you will benefit from promotion campaigns and best technical service.

Essential Knowledge Briefings (EKB)

Exclusivity: Spread your knowledge of a hot topic via the latest channel. Essentialknowledgebriefings.com represents the ideal platform for your digital publications. You will not only benefit from the strong image of the Wiley brands, but also from exclusivity – no other competitor can publish an EKB on your subject.

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Position your brand: Grow brand awareness with a supplement – an extra issue of a peer-reviewed Wiley journal – or a corporate publishing project like customer or company magazines or corporate books. Rely on our editorial expertise and independence as well as our experienced layout team.
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.

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

Promotion
1 x Banner on Portal for 3 months; 1 x Product Feature in e-Newsletter
1 x Banner on Portal for 6 months; 2 x Product Feature in e-Newsletter
1 x Banner on Portal for 12 months; 3 x Product Feature in e-Newsletter

Tariffs Microsite "BASIC" *
6 weeks € 8,750 € 15,500 € 27,750

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

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

Tariffs Microsite "PREMIUM" *
6 weeks € 10,750 € 19,250 € 34,250

Microsite "Stand alone" Pre Running Time Running Time Running Time Running Time
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.

Promotion

Tariffs Microsite "Stand alone" *
18 weeks on request on request on request

Webinar "BASIC" Conception, Promotion Tariff
Media Service Hosting, Project Management, Live-Streaming, Delivery of all Leads, Editorial Announcements Online Banner and Product Feature provided by the client.**

Promotion
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.

Tariff Webinar "BASIC" *
10 weeks € 8,750

Webinar "PREMIUM" Conception, Promotion Tariff
Media Service Hosting, Project Management, Live-Streaming, Delivery of all Leads. Editorial Announcements Online Banner and Product Feature provided by the client.**

Promotion
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.

Tariff Webinar "PREMIUM" *
10 weeks € 11,250

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

PRO-4-PRO is an essential part of Wiley’s cross media publishing concept. The combination of publishing product news in our B2B magazines, portals and PRO-4-PRO multiplies the marketing success for your company.

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**Basic entry free of charge**

**Detailed company and product description**

**Individual optimization for search engines** (e.g. SEO for Google)

**Sector specific newsletter service**

**Target-group specific banner placements**

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BANNER IN A PRODUCT SEGMENT | PRICE PER MONTH €
--- | ---
Rectangle Banner 180 x 150 Pixel | 725

| 6 MONTHS / PRICE € | 12 MONTHS / PRICE € |
--- | --- |
Basic entry | free of charge |
Product entry | 310 | 550 |

**PACKAGE DEALS** | **RUNTIME** | **12 MONTHS / PRICE €**
--- | --- | ---
Basic Package | 4 Product entries (12 Months) | 1,700 |
Basic Plus Package | 8 Product entries (12 Months) | 3,140 |
Flat rate | 15 Product entries (12 Months) | 5,080 |

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**ONE SITE FITS ALL**

WWW.PRO-4-PRO.COM

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Clear structure

Modern Design

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Optimized for mobile devices
Wiley’s 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 within each specialty.

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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.
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.

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 ads (hereinafter: “advertisements”) in the periodicals of Wiley-VCH GmbH & Co. KGaA (hereinafter: “publisher”) for the purpose of advertising and/or linking to/relating to/inserting an advertisement in the publisher’s client. They shall also apply to orders for other supplements in the magazines in which published. The publisher shall acknowledge these General Terms and Conditions upon placing order.

2. All conditions and agreements concluded outside these General Terms and Conditions are ineffective and shall be null and void, unless confirmed in writing by the publisher.

3. If the publisher does not receive all documents relating to the advertisements to be placed on or before the agreed date, the publisher is entitled to insert the advertisements according to its own discretion, without being bound to insert the advertisements in the manner and order in which they were submitted.

4. The client shall be entitled to release further advertisements in addition to the volume stated in the order within the agreed timeframe or stated in clause 3.

5. Order cancellations must be issued in writing. The cancellation charge imposed in the case of cancellation on the deadline date shall be the publication date (or the deadline date in the event of a late order confirmation). In such cases, the client is expressly granted the right to provide proof that the contractor suffered no loss, or at any rate not a lower loss.

6. Orders for advertising and other marketing material to be published specifically and exclusively in specific issues, specific publications or in specific places in the publication must match the publisher’s sufficient time – i.e. not later than on the date stated in the order confirmation – to the client to be able to inform before the advertisement 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 structural layout will be clearly marked with the word “advert” by the publisher.

8. The publisher reserves the right to insert adverts – including individual adverts under a leased contract – or orders for inserts, on grounds of content, origin or technical format, under its own standard and factually justified principles if the content of such orders contravenes legal or regulatory regulations or if the publication is unacceptable for the publisher. This applies to orders submitted to advertising agencies and/or representatives. Orders for inserts and/or orders for the publisher on the insert template has been submitted and approved. Inserts which, due to their format or appearance, may appear to the reader to be part of the newspaper or magazine, or which contain third-party adverts, shall not be accepted. Recognition of an order shall be communicated to the client without delay. In such cases, the publisher reserves the right to request reparations for any discernible damages to such adverts.

9. The client is responsible for providing the necessary documents for the production of the required advertising material. The client must inform the publisher of all technical measurements that the transmitted files are free of any computer viruses. Should the publisher discover computer viruses in a file transmitted by the client, s/he will be deleted immediately without the possibility of the client making any claims.

10. Discoloration or damaged ready-to-print material and/or advertising material to be replaced by the client immediately when requested to do so. The client must state the reason for the discoloration in writing. The client shall not be entitled to demand replacement if the discoloration is deemed to be due to the publisher not being able to achieve the objective of the contract due to the nature and quality of the printed material. Should the client fail to return the defective material within the period allotted, the publisher reserves the right to demand payment for the replacement.

11. All damages to ready-to-print material and/or advertising material in the online offering of the publisher, the client also affirms that they will abide by the precepts of the German Telemedia Act (TMG) and/or the Interactive Broadcasting (Intermediary) Act (IcMG) as well as the Federal Data Protection Act (BDSG) in the collection, processing and use of personal data.

12. The client shall be entitled to a correction or replacement where the published advertisement deviates from the submitted sample. The client shall be entitled to a correction or replacement in the event of a clear breach of obligations on the part of the publisher, his legal representatives or servants which shall also be exempt from the liability exclusion. Should the publisher fail to return the defective material within the period allotted, the publisher reserves the right to demand payment for the replacement.

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

14. Should the publisher discover any error corrections made necessary is not within the period specified and send the sample. The client shall fail to return to the overall average of the sample not been sent in time by the publisher, approval for print shall be deemed to have been given.

15. Upon any specific sizing requirements have been given, the amount to be charged shall be calculated based on the print size that is normal for the type of advert.

16. The client assures him/herself that the contract is unconditional 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 of the advertising material.

17. The client assumes that is has indentified all the hidden links connected to the online publication. The client releases the publisher from any liability in relation to the following circumstances: A. The ad was published in the periodicals of Wiley-VCH GmbH & Co. KGaA under the name of a Wiley-VCH published and/or Wiley-VCH published contracts and/or contracts relating to the advertising material.

18. The client shall be entitled to cancel the contract before publication of the adverts.

19. The client shall be entitled to cancel the contract before publication of the adverts.

20. The client shall be entitled to cancel the contract before publication of the adverts. If the average number of issues sold (for trade magazines, where appropriate, the average actual distribution) in the previous calendar year is not exceeded.

21. The publisher shall provide, upon request, a copy of the advert along with the invoice. Depending on the type and scope of advertising contract, material in the online offering of the publisher, the client also affirms that they will abide by the precepts of the German Telemedia Act (TMG) and/or the Interactive Broadcasting (Intermediary) Act (IcMG) as well as the Federal Data Protection Act (BDSG) in the collection, processing and use of personal data.

22. The client shall 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 may 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.

23. The client is responsible for punctual delivery of proper ready-to-print material or supplements or for punctual delivery of material 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 or the technical specifications of the publisher, punctually for the print material deadline. The publisher shall request replacement for incorrectly incomplete or damaged printing material without delay. The publisher guarantees prompt customer to that of the content within the scope of the possibilities of the printing material. Before a digital transmission of artwork, the client is responsible for ensuring of suitable technical measures that the transmitted files are free of any compute viruses. Should the publisher discover computer viruses in a file transmitted by the client, said file will be deleted immediately without the possibility of the client making any claims.

24. The publisher shall provide, upon request, a copy of the advert along with the invoice. Depending on the type and scope of advertising contract, the client refers to the advertiser to be able to be informed before the advert deadline of whether the order can be executed in the requested manner.

25. The client is responsible for providing the necessary documents for the production of the required advertising material. Before a digital transmission of artwork, the client is responsible for ensuring of suitable technical measures that the transmitted files are free of any compute viruses. Should the publisher discover computer viruses in a file transmitted by the client, said file will be deleted immediately without the possibility of the client making any claims.
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