

# WILEY



## 2025 Media Guide

# inspect – World of Vision

Refresh your marketing



## inspect – World of Vision

*inspect is the leading trade journal for applied machine vision and optical metrology. With the industry's highest IVW-certified circulation of 12,000 print copies and an additional digital distribution to an average of 30,000 recipients, inspect reaches all relevant decision-makers in the market – also internationally with inspect Europe (total print/e-paper distribution: over 45,000) and inspect America, which is sent digitally to around 135,000 recipients in North America with a focus on quality engineers and system integrators.*

*In addition to the national and international editions of inspect, the established online formats such as the inspect e-specials, the inspect newsletter (D-A-CH and International), the B2B portal [www.wileyindustrynews.com](http://www.wileyindustrynews.com), podcasts and webcasts as well as the various social media channels used by the inspect editorial team round off the inspect digital portfolio.*

*For 25 years, inspect has been providing competent and comprehensive information on all important topics from the world of machine vision and thus offers the ideal platform for your content and advertising activities.*

### Content

2	Overview	11	inspect Buyer's Guide 2024
3	Analysis	13	E-Special
4	Dates & Contents	14	WIN NEWS
5	Dates & Contents	15	WIN NEWS – Newsletter
6	Prices & Formats	17	Newsletter-Dates
7	Advertising Formats	18	GIT Special-Issue PRO-4-PRO
8	Technical Specifications	19	PRO-4-PRO
9	inspect Europe	20	General Terms and Conditions
10	Prices & Formats Europe Analysis	22	Contact
		23	Publisher

### Overview


#### Publication frequency

12 issues  
(incl. inspect Europe,  
inspect America, Buyers Guide)

#### Volume

26<sup>nd</sup> year in 2025

#### Circulation

Ø 30,000 – For circulation  
mix Print/e-Paper per  
quarter see [iwv.de](http://iwv.de) 

#### Publishing Director

Steffen Ebert

#### Product Management

Anke Grytzka-Weinhold

#### Editor-in-Chief

David Löh

#### Commercial Manager

Jörg Wüllner

#### Order Management

Kerstin Kunkel

#### Subscription

€ 53 (+ VAT)

#### Single Copy rate

€ 17 (+ VAT, + Postage)  
Subscription for students 50% discount

#### ISSN

1616-5284

#### Format of the magazine

DIN A4

# Analysis

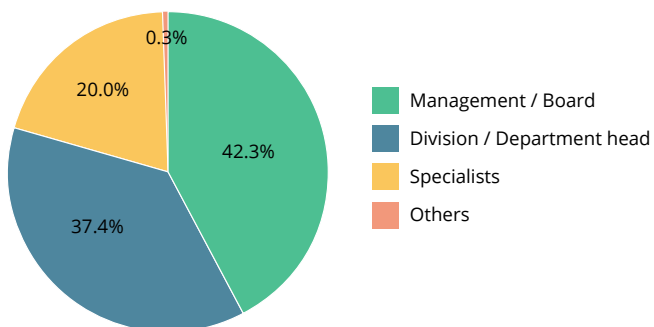
## Circulation analysis

Circulation (IVW Q1/2024)	Copies
Printed copies	15,000
Actual circulation figures (including epaper)	43,510
Complimentary copies	14,569
Sold (incl. subscriptions)	33
Remainder & Archived copies	153

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

Position / Area of responsibility	%
Management / Board	42.3
Division / Department head	37.4
Specialists	20.0
Others	0.3
Total	100

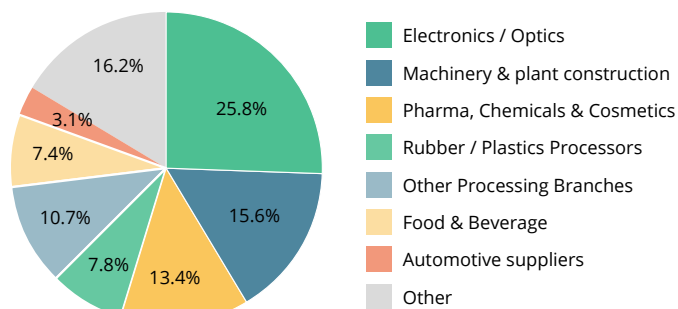
All figures are average values, percentages are rounded up.  
Basis: Shipping data 2022/2023.












## Breakdown of recipients according to industry





Industry	%
Electronics / Optics	25.8
Machinery & plant construction	15.6
Pharma, Chemicals & Cosmetics	13.4
Rubber / Plastics Processors	7.8
Other Processing Branches	10.7
Food & Beverage	7.4
Automotive suppliers	3.1
Other	16.2
Total	100

All figures are average values, percentages are rounded up.  
Basis: Shipping data 2022/2023.



# Dates & Content: German Issues





Issues	inspect 1   February	inspect 2   April	inspect   June	inspect 3   June
	 	 	 	 
Publication date <sup>1</sup>	28.02.2025	11.04.2025	05.06.2025	13.06.2025
Advertising deadline	14.02.2025	28.03.2025	22.05.2025	30.05.2025
Editorial deadline	17.01.2025	28.02.2025	24.04.2025	02.05.2025
EXHIBITION ISSUE FOR	<b>Hannover Messe</b> Hanover, Germany 31.03-04.04.2025	<b>Control</b> Stuttgart, Germany 06.-09.05.2025	<b>Automatica</b> Munich, Germany 24.-27.06.2025	<b>Automatica</b> Munich, Germany 24.-27.06.2025
	<b>Embedded World</b> Nuremberg, Germany 11.-13.03.2025	<b>Embedded Vision Summit</b> Santa Clara, USA 20.-22.05.2025	<b>Laser World of Photonics</b> Munich, Germany 24.-27.06.2025	<b>Laser World of Photonics</b> Munich, Germany 24.-27.06.2025
	<b>Logimat</b> Stuttgart, Germany 11.-13.03.2025	 <b>Presentation of the Nominees</b> Apply Products until 14.02.2025		
<b>PRINT   E-SPECIAL</b>	<b>PRINT</b>	<b>PRINT</b>	<b>E-SPECIAL</b>	<b>PRINT</b>
<b>NEWSLETTER for Issue</b>	06.03.2025	17.04.2025		18.06.2025
<b>TOPICS</b>	<ul style="list-style-type: none"> <li>Logistics</li> <li>Embedded Vision</li> <li>Artificial intelligence</li> <li>Coding &amp; identification</li> </ul>	<ul style="list-style-type: none"> <li>Quality assurance</li> <li>X-ray/computed tomography</li> <li>Thermography &amp; hyperspectral machine vision</li> </ul>	<ul style="list-style-type: none"> <li>Interviews</li> <li>Product news</li> <li>etc.</li> </ul>	





Issues	inspect 4   September	inspect 5   October	inspect 6   November
			
Publication date <sup>1</sup>	26.09.2025	24.10.2025	14.11.2025
Advertising deadline	12.09.2025	10.10.2025	31.10.2025
Editorial deadline	15.08.2025	12.09.2025	02.10.2025
EXHIBITION ISSUE FOR	<b>Motek</b> Stuttgart, Germany tba	 <b>Interviews with the Winners</b>	<b>sps smart production solutions</b> Nuremberg, Germany 25.-27.11.2025
	 <b>Presentation of the Winners</b>		
<b>PRINT   E-SPECIAL</b>	<b>PRINT</b>	<b>PRINT</b>	<b>PRINT</b>
<b>NEWSLETTER for Issue</b>	02.10.2025	30.10.2025	20.11.2025
<b>THEMEN IM HEFT</b>	<ul style="list-style-type: none"> <li>Hyperspectral machine vision</li> <li>Interfaces</li> <li>Quality assurance</li> <li>Material testing</li> <li>Identification</li> </ul>	<ul style="list-style-type: none"> <li>Lenses</li> <li>Lighting</li> <li>Vision sensors</li> <li>Camera accessories</li> <li>Vision software</li> <li>Embedded systems</li> </ul>	<ul style="list-style-type: none"> <li>Optical sensors</li> <li>Robotics</li> <li>Artificial intelligence</li> <li>Measuring and testing</li> </ul>

<sup>1</sup> postal dispatch may take up to 4 days

<b>Basics</b>	Basics for the world of machine vision
<b>Vision</b>	Components and Systems: Cameras, Frame grabbers, Objectives, Lighting, Vision-sensors, Smart Cameras, Embedded Systems, Processors & Computer components... Software & Processes: Vision software, AI, Virtual & Augmented Reality, Interfaces & Communication, CoaXpress, GenICam, GigE Vision, USB3 Vision, CameraLink (HS), Profinet, Ethercat... Hyperspectral Imaging: Components, Systems, Software
<b>Automation</b>	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, Geometry...
<b>Control</b>	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...

# Dates & Content: English Issues

EXHIBITION ISSUE FOR	inspect America 1   January  <b>SPIE. PHOTONICS WEST</b>	inspect America 2   April  <b>AUTOMATE</b> 	inspect Europe 1   May  <b>automatica</b>
Publication date <sup>1</sup>	22.01.2025	30.04.2025	23.05.2025
Advertising deadline	10.01.2025	17.04.2025	09.05.2025
Editorial deadline	06.12.2024	20.03.2025	11.04.2025
EXHIBITION ISSUE FOR	<b>SPIE Photonics West</b> San Francisco, USA, 28.-30.01.2025	<b>Automate</b> Detroit, USA, 12.05.-15.05.2025	<b>The Battery Show Europe</b> Stuttgart, Germany, 03.-05.06.2025
		<b>Embedded Vision Summit</b> Santa Clara, USA, 22.-22.05.2025	<b>Automatica</b> München, 24.-27.06.2025
<b>PRINT   E-SPECIAL</b>	<b>E-SPECIAL</b>	<b>E-SPECIAL</b>	<b>PRINT</b>
<b>NEWSLETTER for Issue</b>			28.05.25
<b>TOPICS</b>	<ul style="list-style-type: none"> <li>• Cameras</li> <li>• High-speed vision</li> <li>• lenses</li> <li>• optical filters</li> <li>• camera accessories</li> </ul>	<ul style="list-style-type: none"> <li>• Lenses, lighting</li> <li>• Vision sensors</li> <li>• Vision software</li> <li>• Embedded systems</li> </ul>	<ul style="list-style-type: none"> <li>• Artificial intelligence</li> <li>• Measuring and testing</li> <li>• Robotics</li> <li>• Bin-picking</li> <li>• Software</li> </ul>

EXHIBITION ISSUE FOR	inspect America 3   July 	inspect America 4   September  <b>embeddedworld North America</b>	inspect Buyers' Guide   December 
Erscheinungstermin <sup>1</sup>	09.07.2025	12.09.2025	12.12.2025
Anzeigenschluss	27.06.2025	29.08.2025	28.11.2025
Redaktionsschluss	30.05.2025	01.08.2025	31.10.2025
EXHIBITION ISSUE FOR		<b>SPS - Smart Production Solutions</b> Atlanta, USA 16.-18.09.2025	 Official Buyer's Guide of the European Machine Vision Association EMVA * Pricelist on page 13
		<b>embedded world</b> North America, tba	
<b>PRINT   E-SPECIAL</b>	<b>E-SPECIAL</b>	<b>E-SPECIAL</b>	<b>PRINT</b>
<b>NEWSLETTER for Issue</b>			
<b>TOPICS</b>	<ul style="list-style-type: none"> <li>• Interfaces, quality assurance</li> <li>• Measuring and testing</li> <li>• Robotics</li> <li>• Bin-picking</li> <li>• Software</li> </ul>	<ul style="list-style-type: none"> <li>• Embedded systems,</li> <li>• Cameras, lighting</li> <li>• Artificial intelligence</li> </ul>	<ul style="list-style-type: none"> <li>• Product overviews</li> <li>• Industrial applications</li> <li>• Market data</li> </ul>

<sup>1</sup> postal dispatch may take up to 4 days

<b>Basics</b>	Basics for the world of machine vision
<b>Vision</b>	Components and Systems: Cameras, Frame grabbers, Objectives, Lighting, Vision-sensors, Smart Cameras, Embedded Systems, Processors & Computer components... Software & Processes: Vision software, AI, Virtual & Augmented Reality, Interfaces & Communication, CoaXpress, GenICam, GigE Vision, USB3 Vision, CameraLink (HS), Profinet, Ethercat... Hyperspectral Imaging: Components, Systems, Software
<b>Automation</b>	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, Geometry...
<b>Control</b>	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...

# Prices & Formats – inspect

Advertisements	width / length (mm)	Price € 4c
1/1 Page	210 x 297*	7,310
1/2 Page portrait	90 x 260	4,510
1/2 Page landscape	185 x 128	4,510
Juniorpage	137 x 190	4,800
1/3 Page portrait	58 x 260	2,730
1/3 Page landscape	185 x 85	2,730
1/4 Page classic	90 x 128	2,140
1/4 Page portrait	43 x 260	2,140
1/4 Page landscape	185 x 63	2,140
1/8 Page classic	90 x 128	1,540
1/8 Page landscape	185 x 30	1,540
Job Advertisements	25% discount on regular advertisement prices	

## Preferred Positions

Title page + Story <sup>1</sup>		9,985
Inside front/back page <sup>1</sup>	210 x 297*	7,460
Back page <sup>1</sup>	210 x 297*	7,480
1 <sup>st</sup> page right-hand text <sup>1</sup>	185 x 260	7,415
Inner Cover (starts Topic)		5,000
Title Corner	73 x 51 x 51*	3,435
Postcards <sup>2</sup>		230

\*plus 3 mm overlap on all sides

## Reprints and ePrints

Prices for printing and delivery of your reprint, as well as individual special formats (e.g. with cover picture 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:

Nicole Schramm, +49 (0) 6201 606 559,  
nschramm@wiley.com

## Product-Advertorial

1/6 page, print only	450 Characters incl. spaces plus product image (min. 250 dpi)	765
1/6 page plus und online (6 month)		865
1/2 page, print only	1,200 characters incl. spaces plus Product image (min. 250 dpi)	2,250
1/2 page plus und online (6 month)		2,350

Bound-In inserts	width / length (mm)	Price € 4c
2-page A4*	210 x 297	5,410

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

Loose inserts <sup>3</sup>	weight	Price € 4c
	up to 25 g	395
	up to 50 g	500

## 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.: DE136766623

Tax No.: 47020/29082

All prices are subject to the statutory VAT.

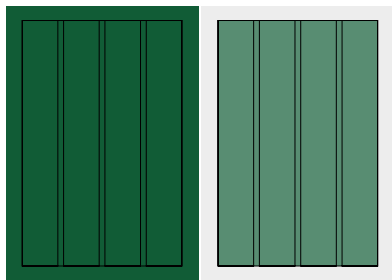
The new price list comes into effect on 1 October 2024 and supersedes all previous price lists.

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 GmbH has exclusive rights of it for 6 months.

2 Postcards: Costs per thousand, affixed to a particular page on advertisement or bound-in insert + insertion costs

3 Costs per thousand – including postage; no discount for loose inserts, sample must be sent before order can be accepted.

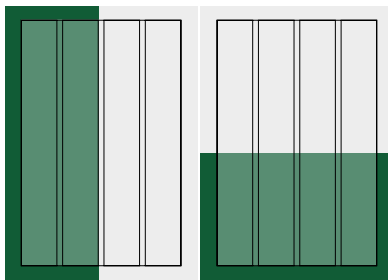
# Formats



**1/1** Page  
Type Area/Bleed Size

**Type Area:**  
185 x 260 mm

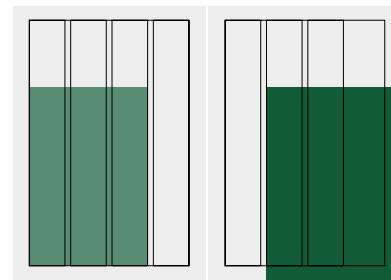
**Bleed Size:**  
210 x 297 mm



**1/2** Page  
Type Area/Bleed Size

**Type Area:**  
portrait: 90 x 260 mm  
landscape: 185 x 128 mm

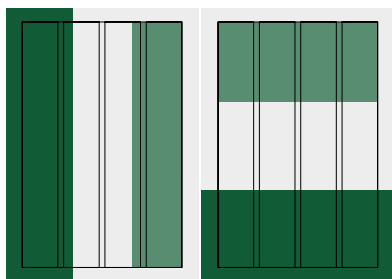
**Bleed Size:**  
portrait: 102 x 297 mm  
landscape: 210 x 147 mm



**Juniorpage**

**Type Area:**  
137 x 190 mm

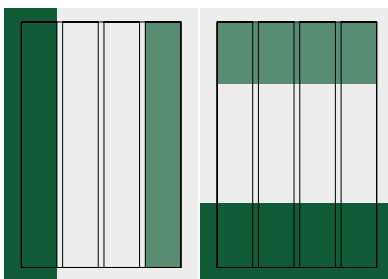
**Bleed Size:**  
147 x 209 mm



**1/3** Page  
Type Area/Bleed Size

**Type Area:**  
portrait: 58 x 260 mm  
landscape: 185 x 85 mm

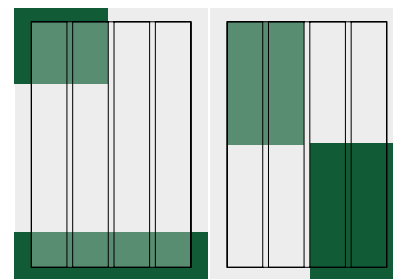
**Bleed Size:**  
portrait: 70 x 297 mm  
landscape: 210 x 104 mm



**1/4** Page  
Type Area/Bleed Size

**Type Area:**  
portrait: 43 x 260 mm  
landscape: 185 x 63 mm

**Bleed Size:**  
portrait: 54 x 297 mm  
landscape: 210 x 82 mm



**1/4 | 1/8**  
Page Type Area/Bleed Size

**Type Area:**  
classic: 90 x 128 mm

**Bleed Size:**  
classic: 102 x 147 mm

**Type Area:**  
classic: 90 x 63 mm  
landscape: 185 x 30 mm

**Bleed Size:**  
classic: 102 x 82 mm  
landscape: 210 x 49 mm

Please provide advertisements in bleed size with 3 mm overlap on all sides.

# 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 and binding methods

Sheet offset, adhesive binding

## 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/m<sup>2</sup>

## Delivery of loose inserts/bound-in-inserts

The delivery quantity and delivery address  
as well as the delivery date are stated  
on 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, we require a resolution of at least 250 dpi.
4. 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 [kerstin.kunkel@wiley.com](mailto:kerstin.kunkel@wiley.com)



Wiley-VCH GmbH  
FAO: Kerstin Kunkel  
Boschstrasse 12 · 69469 Weinheim  
Tel.: +49 (0) 6201 606 731



# inspect Europe – Continent wide readership

inspect Europe with a print-run of 5,500 copies has a digital distribution to over 40,000.

The target group consists of European targeted dispatch recipients and users of the English-language portal [www.wileyindustrynews.com/en](http://www.wileyindustrynews.com/en) where the inspect Europe is available to download. The English-language LinkedIn channel complements this offer.

In addition to current information on components and systems from the world of industrial machine vision, current technologies and in-depth user reports are an integral part of each issue. Reports on international markets, trade fairs and conferences as well as trends and moods keep our readers up to date at all times. Leading managers and experts also provide insights into their companies, market strategies projects and technologies.

in englischer  
Sprache



## inspect Europe

Publication date	23.05.2025
Advertising deadline	09.05.2025
Editorial deadline	11.04.2025

## Prices & Formats inspect Europe

Advertisements	width / Height (mm)	Price €
1/1 Page	210 x 297**	4,480
1/2 Page portrait	90 x 260	3,010
1/2 Page landscape	185 x 128	3,010
Juniorpage	137 x 190	3,070
1/3 Page portrait	58 x 260	1,740
1/3 Page landscape	185 x 85	1,740
1/4 Page classic	90 x 128	1,510
1/4 Page portrait	43 x 260	1,510
1/4 Page landscape	185 x 63	1,510
1/8 Page classic	90 x 63	1,090
1/8 Page landscape	185 x 30	1,090
Purely digital format	50% of the above prices	
Job Advertisements	25% discount on regular advertisement prices	

\*\*plus 3 mm overlap on all sides

### Product-Advertorial

1/6 page, print only	450 Characters incl. spaces plus product image (min. 250 dpi)	760
1/6 page plus und online (6 month)		860
1/2 page, print only	1,200 characters incl. spaces plus Product image (min. 250 dpi)	2,230
1/2 page plus und online (6 month)		2,340

## Analysis

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

Position	%
Corporate Management	22.9
Business Unit-, Department-, Project Management	70
Specialists	6.7
Other	0.4

Preferred positions	width / Height (mm)	Price €
Title page + Story <sup>1</sup>		4,880
Inside front/back page <sup>1</sup>	210 x 297**	4,570
Back page <sup>1</sup>	210 x 297**	4,600
1 <sup>st</sup> page right-hand text <sup>1</sup>	210 x 297**	4,570
Title Corner	73 x 51 x 51*	2,050
Postcards <sup>2</sup>		230

\*plus 3 mm overlap above and on the right hand page

- 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 GmbH has exclusive rights of it for 6 months.
- 2 Postcards: Costs per thousand, affixed to a particular page on advertisement or bound-in insert + insertion costs
- 3 Costs per thousand – including postage; no discount for loose inserts, sample must be sent before order can be accepted.

### Breakdown of recipients according to industry

Industry	%
Elektronics/Optics	31.7
Pharma, Chemicals & Cosmetics	33.3
Mechanical & plant engineering	6.6
Others in manufacturing industry	5.5
Automotive & Suppliers	4.2
Other	18.7

# inspect Buyer's Guide 2025



## The official Buyer's Guide of the EMVA

The inspect Buyer's Guide is the first official European Buyer's Guide of the European Machine Vision Association EMVA and the reference book for components, products, systems and services of machine vision and optical metrology.

At [www.WileyIndustryNews.com/en/buyers-guide](http://www.WileyIndustryNews.com/en/buyers-guide) you will find company profiles, product information and market overviews all year round. In addition, the inspect Buyers Guide is published once a year in printed form (circulation 15,000) in English with overviews, trend reports and showcases.

	Company Profile	Showcase
1/1 4c Page Print & Online	€ 6,155	-
1/2 4c Page Print & Online	€ 3,840	-
1/4 4c Page Print & Online	-	€ 1,725

	Company Profile	Company Entry + Logo	Company Entry + Logo + Picture
1/6 Page Print & Online	-	€ 580	€ 1,160

← 1/1 Page Company Profile

↓ 1/2 Page Company Profile

← 1/4 Page Showcase

The inspect Buyers Guide is a crossmedia product. All entries from the online Buyers Guide will be published as well in the annual print version – and vice versa. →

# inspect America - The Digital Edition



In addition to inspect Europe, *inspect America* completes the international portfolio. It is published four times a year in digital format and in English, and is aimed at machine vision users and integrators in North America. It includes and highlights any events and their focus topics for our readers in those areas. Every issue centers on the latest technologies, market trends and new products.

As with all digital editions of inspect, inspect America takes advantage of the full range of possibilities digitization brings with it. In addition to design benefits such as animations during page turning, internal and external links are integrated, so that readers always have easy access to the desired information and contact options. Videos of interviews, applications or products are included, as well as interactive elements, such as image galleries.

inspect America reaches 135,000 users and integrators of machine vision in North America. The May issue is also sent to the recipients of the newsletter of our media partner Edge AI + Vision Alliance.

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**inspect America**  
Spring 2024  
www.wileyonlinelibrary.com

**135,000 recipients in North America**

**Market Reports, Interviews, ...**

**Videos, Links, Intuitive Navigation**

**LIVE-DEMO**

**Ximea: „Embedded Vision Industry is a Key Industry for Growth and Innovation“**

**Embedded Vision Summit - Where Engineers Connect Directly**

**Interview about Smart Cameras: Fast Time to Market with Low Hardware Costs**

Partners: **AVANCE** **AVANTAGE** **AVANTAGE** **AVANTAGE** **AVANTAGE**

**EMBEDDED VISION**

**Embedded Vision: Many good reasons for continued strong growth**

Market Report Embedded Vision

The embedded vision market continues to grow strongly. On the one hand, this is due to the increasing demand for automation in the manufacturing sector. On the other hand, however, the price for smart cameras is also falling sharply, which is a decisive factor for the growth of the market. This market analysis will focus on the latest trends and developments in the embedded vision market.

As a result of the growing demand for automation in the manufacturing sector, the embedded vision market is expected to continue to grow strongly in the coming years. This market analysis will focus on the latest trends and developments in the embedded vision market.

Embedded vision systems are used for a wide range of applications, from quality control to assembly assistance. The market is expected to continue to grow strongly in the coming years.

12 inspect America Spring 2024 www.wileyonlinelibrary.com

**EMBEDDED VISION**

**Embedded Vision: Many good reasons for continued strong growth**

Market Report Embedded Vision

The embedded vision market continues to grow strongly. On the one hand, this is due to the increasing demand for automation in the manufacturing sector. On the other hand, however, the price for smart cameras is also falling sharply, which is a decisive factor for the growth of the market. This market analysis will focus on the latest trends and developments in the embedded vision market.

As a result of the growing demand for automation in the manufacturing sector, the embedded vision market is expected to continue to grow strongly in the coming years. This market analysis will focus on the latest trends and developments in the embedded vision market.

Embedded vision systems are used for a wide range of applications, from quality control to assembly assistance. The market is expected to continue to grow strongly in the coming years.

13 inspect America Spring 2024 www.wileyonlinelibrary.com

**"We are taking big steps to make the use of AMD technology easier for customers"**

Interview with Michael Zapke, Marketing Lead Industrial at AMD

Michael Zapke, Marketing Lead Industrial at AMD, is taking big steps to make the use of AMD technology easier for customers. He is working on a range of initiatives to improve the customer experience and make it easier for customers to use AMD technology in their applications.

14 inspect America Spring 2024 www.wileyonlinelibrary.com

**German 3D Sensor Leader Recruits Seasoned US-Director to Boost Business in North America**

Interview with Gretchen Alper, Business Director for North America

Gretchen Alper, Business Director for North America, is joining a German 3D sensor leader to boost their business in North America. She has over 15 years of experience in the 3D sensor market and will be responsible for driving the company's growth in the region.

18 inspect America Spring 2024 www.wileyonlinelibrary.com

Advertising format	Price €
Cover page + Cover story (max. 4,000 characters) + Interview (10 minutes, digital)	4,800
1/1 Advert 4c (1,600 x 1,200 Pixel)	3,900
1/2 Advert 4c (800 x 1,200 Pixel or 1,600 x 600 Pixel)	2,800
1/2 Advert 4c (800 x 1,200 Pixel or 1,600 x 600 Pixel at Editorial)	3,900

# E-Special: 100 % Content, 100 % digital

## Range of distribution

Social Media	19,000
E-Paper-Recipients (IVW-approved)	34,135
<b>Total number of recipients*</b>	<b>53,135</b>

With numerous, integrated videos and links to relevant websites our e-specials provide you with an attractive and interactive reading experience. Every E-Special has a focus topic. The advantage of digital formats: your ads will be provided with surface and deep links so that potential customers can reach the webpage for your products directly. Are several topics interesting for you? Ask our sales team about the flat-rate option.

## Advertising format

Cover page + Cover story (max. 4,000 characters) + Interview (10 minutes, digital)	3,600
1/1 Advert 4c (1,600 x 1,200 Pixel)	2,600
1/2 Advert 4c (800 x 1,200 Pixel or 1,600 x 600 Pixel)	1,800
1/2 Advert 4c (800 x 1,200 Pixel or 1,600 x 600 Pixel at <b>Editorial</b> )	2,600

## Topic

Sensorik + Messtechnik	29. April 2025
Smart Automation + Robotics	17. June 2025
SPS – Smart Production Solutions	18. November 2025

## Date

Wiley Industry News

# WIN NEWS [www.WileyIndustryNews.com](http://www.WileyIndustryNews.com)

Together we are stronger: Since fall 2020, the online editorial teams of inspect-online.com, md-automation.de, traffic and PhotonicsViews have joined forces and present the portal [www.WileyIndustryNews.com](http://www.WileyIndustryNews.com), WIN for short. It provides readers with daily news from the automation, photonics and machine vision industries.

Among other things, users can find exciting user reports, webcasts and in-depth white papers that give a closer look at today's and tomorrow's technology. Plus all the products and solutions that help improve or expand their production. The portal with its modern layout is the central point of contact for everyone who is interested in hardware and software needed for the tough day-to-day work in industry.

### Online-Advertisement

Give your company a face and show presence, communicate a product launch – in short: **benefit from our distribution range**. Combine your print advertising with an image campaign on [www.WileyIndustryNews.com](http://www.WileyIndustryNews.com) and increase your market penetration.

Leaderboard	728 x 90 Pixel	€ 1,345 / month, run of site*
Medium Rectangle	300 x 250 Pixel	€ 1,130 / month, run of site*
Wide Skyscraper**	160 x 600 Pixel	€ 1,225 / month, run of site*

\* "run of site" means that the ad placements may appear on any page of the target site. They will be shown randomly in a rotating scheme by each new page impression (maximum of four banners at one position).

\*\*the mobile optimized version requires an additional Medium Rectangle format

### Top Feature

Promote your product, your application note, your event or any other highlight on the "cover page" of [www.WileyIndustryNews.com](http://www.WileyIndustryNews.com). Reach your target group 24/7/365.

**Scope of Service:** Picture (476 x 315 px, Format 1,5:1), 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 Feature Story. Additionally, your highlight remains for a total of **\*€ 1,730** six months in the portal's database

**Combo offer:** Feature on Portal + Newsletter **€ 2,370**

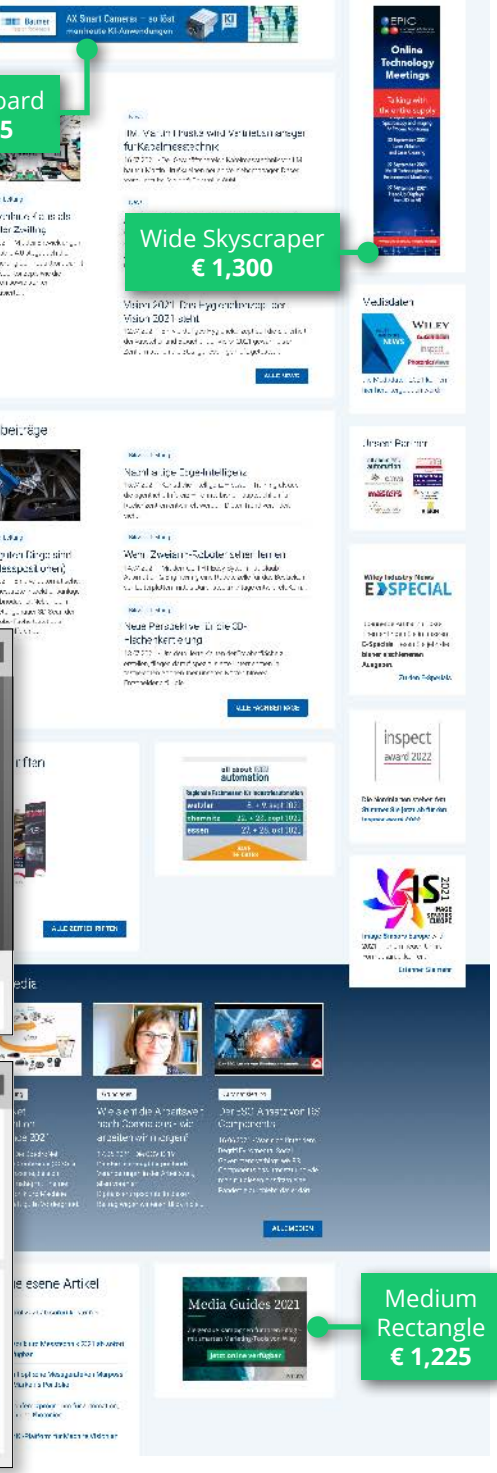
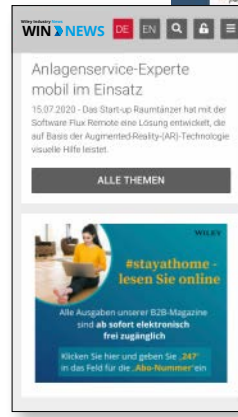
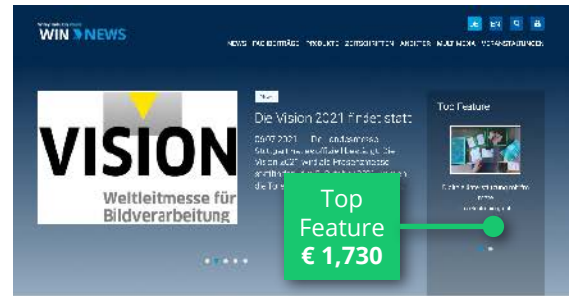
\*in a rotation scheme with other Top Feature Stories. Text is subject to editorial criteria.

### Accesses to the website

Page Impressions/Month	15,600
Unique Visits/Month	10,200

Mean values from January to June 2024

See next page for technical specifications



# Newsletter: [www.WileyIndustryNews.com](http://www.WileyIndustryNews.com)

Information about sensors, automation, test & measurement, machine vision and photonics is available in the WIN newsletter, which is sent out weekly. We inform about company mergers, market developments and what else is new in the world of industry. Up-to-date and interesting, just as you are used to from the editorial offices of inspect, messtec drives Automation and PhotonicViews.

We also offer special newsletters in which we report on upcoming trade fairs and current key topics. Product or company specials that focus only on products or information from manufacturers are also possible.

For English-speaking target groups, the editors of inspect send out the official VISION newsletter, which is produced jointly with the Landesmesse Stuttgart, the organiser of VISION – the world's leading trade fair for machine vision.

### Newsletter: Banner formats & prices

#### Date of Publication weekly.

With the booking of a „Feature“, your content will be placed on one of the prominent feature positions

Full Banner	468 x 60 Pixel	€ 1,120
Medium Rectangle	300 x 250 Pixel	€ 1,350
Feature Newsletter (Content ad)	Text (up to max. 4,000 characters advisable), headline, intro (150 characters), at least one image (format 1.5:1, at least W x H 476 x 315 px, better 750 x 500 px, max. 250 KB), three additional images possible (format see above), Contact information	€ 1,225
Content Ad direct		€ 1,445
<b>Combo offer:</b> Top Feature on website + newsletter		€ 2,370
<b>Event announcement:</b> name and date 50 characters, call-to-action 70 characters, graphic 476 x 315 pixels, external link		€ 545
<b>Job advertisement:</b> description of position 50 characters, call-to-action 70 characters, graphic 476 x 315 pixels, external link		€ 560

Material to be submitted 7 days before distribution date of booked news letter

Medium Rectangle  
€ 1,350

Feature  
€ 1,225

Full Banner  
€ 1,120

Exclusive access to your customers  
Single Sponsored Newsletter  
5,335 €

### 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. 200 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.

#### Banner (Newsletter)

Size of data: max. 200 KB  
Data formats: GIF, JPG, PNG

#### Webcast

Data format: any video format is possible  
Youtube or Vimeo link possible.

# Newsletter Dates

## Regular Newsletter (WIN Ger)

Monat	ET	Monat	ET
January	13.01.2025	July	07.07.2025
	20.01.2025		14.07.2025
	27.01.2025		21.07.2025
February	03.02.2025	August	28.07.2025
	10.02.2025		04.08.2025
	17.02.2025		11.08.2025
March	24.02.2025	September	18.08.2025
	03.03.2025		25.08.2025
	10.03.2025		01.09.2025
	17.03.2025		08.09.2025
April	24.03.2025	October	15.09.2025
	31.03.2025		22.09.2025
	07.04.2025		29.09.2025
	14.04.2025		06.10.2025
May	22.04.2025	November	13.10.2025
	28.04.2025		20.10.2025
	05.05.2025		27.10.2025
	12.05.2025		03.11.2025
June	19.05.2025	December	10.11.2025
	26.05.2025		17.11.2025
	02.06.2025		24.11.2025
	10.06.2025		01.12.2025
	16.06.2025		08.12.2025
	23.06.2025		
30.06.2025			

## International Newsletter (WIN engl.)

Monat	ET	Monat	ET
January	13.01.2025	August	11.08.2025
	27.01.2025		25.08.2025
February	10.02.2025	September	08.09.2025
	24.02.2025		22.09.2025
March	10.03.2025	October	06.10.2025
	24.03.2025		20.10.2025
April	07.04.2025	November	03.11.2025
	22.04.2025		17.11.2025
May	05.05.2025	December	01.12.2025
	19.05.2025		
June	02.06.2025		
	16.06.2025		
	30.06.2025		
July	14.07.2025		
	28.07.2025		



**Special Newsletter**  
 automate 06.05.2025  
 SPS 09.09.2025



Official Industry Newsletter of the World's Leading Trade Fair for Machine Vision



Dear readers,

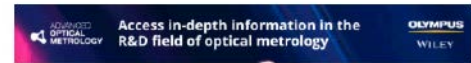
Is the pandemic coming to an end? The signs are there. The vaccination rates in Great Britain, the USA and now also Germany are over 50 percent, the football stadiums fill up for the European Championship and the economy is booming. This has now moved the VDMA to raise the real production forecast for 2021 from previously plus 7 percent in real terms to now plus 10 percent.

'An unusually low prior-year base, but also a powerful global industrial economy, are helping us to achieve high growth rates. In addition, the machinery and plant engineering sector is benefiting from extensive economic stimulus and growth packages in key sales markets,' said VDMA President Karl Haeusgen. [Read](#)

Best Regards,

**Florian Niethammer**  
Project Manager VISION

**Andreas Grösslein**  
Editor / Webmaster B2B Technology



### Top Story



Vision

#### Sony Launches Visible and SWIR Based Imagers

15.09.2020 -

Sony Semiconductor Solutions has launched two new image sensors that include both the visible and short wavelength infrared (SWIR) ranges in captured images. The IMX990 and IMX991 sensors utilize the industry's smallest 5µm...



### News



News

#### W3+ Fair Rheintal cancelled at short notice

11.09.2020 -

The machine vision and photonics trade fair W3+ Fair Rheintal in Dornbirn, Austria, was prohibited by the Vorarlberg provincial government.



## INSPECT AWARD

The renowned award reflects the latest news and developments every year. The best entries are selected by an expert jury, judged by the inspect community in the readers' poll and awarded by the editorial team.

### The 2025 timeline

- Submission of new products and systems by February 14, 2025 at [www.inspect-award.com](http://www.inspect-award.com)
- Presentation of the shortlisted candidates in inspect 2/25, publication date April 11, 2025
- Voting until May 31, 2025
- Presentation of the awards at Automatica from June 24-27, 2025 or around the same time

Die begehrte Auszeichnung ist jedes Jahr wieder ein Spiegel der Neuigkeiten und Entwicklungen. Unter den Einreichungen werden die Besten durch eine Fachjury ausgewählt und durch die inspect Community bei der Leserwahl bewertet und durch die Reaktion gekürt.

### inspect-award participation

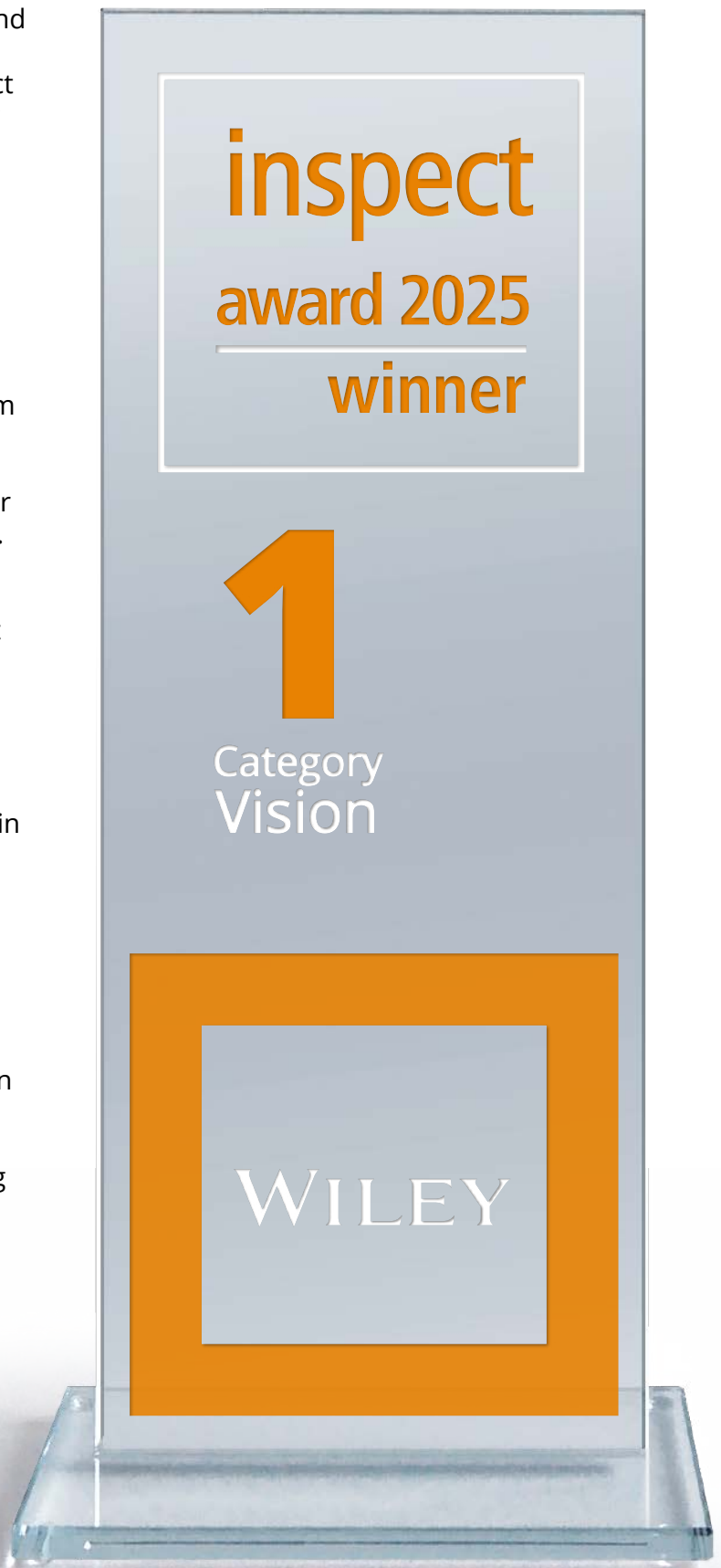
- Entering your current company details on the voting page including a link to your company
- Mention of your company and product name in the print and e-issues as well as on the online voting page
- inspect-award logo for use in your advertising

### Free of charge • 0 Euro

### inspect award Promo Package

- Publication of a detailed product description in the inspect print edition 2/25 on the award (1,500 characters with spaces) with correction option, the e-editions and on the online voting page
- Logo of your company on the online voting page
- Online feature promotion in the inspect newsletter during the voting phase
- Full banner promotion in the inspect newsletter during the voting phase
- Inclusion of your current company details on the voting page incl. link to your company
- Mention of your company and product name in the print and e-editions as well as on the online voting page
- inspect-award logo for use in your advertising

### Complete flat rate • 2,570 euros



# Advertising and Reprint Production Terms and Conditions

## Definitions

1. In these terms and conditions:

- (a) **"Wiley"** means the company within the John Wiley & Sons group that is providing the Advertising and Reprint services as set out on the Booking Confirmation or invoice issued by the Wiley group entity or its authorised agent.
- (b) **"Advertising"** means any advertisements requested by the Customer to be displayed in products owned or controlled by Wiley or any third party partner of Wiley and includes both advertising that appears in Wiley's or its third party partners' print publications ("Print Advertising") and advertising that appears electronically on any of Wiley's websites, or any application or other digital format owned or controlled by Wiley or any third-party partner of Wiley ("Online Advertising").
- (c) **"Customer"** means a person or entity who is placing an order for advertising or reprint production with Wiley and includes an advertiser on whose behalf advertising is placed, and any media agency or company that may arrange advertising or reprints for its clients.
- (d) **"Booking Confirmation"** means the confirmation provided by Wiley which sets out the details of the Advertising. For Reprints, it consists of an email confirmation sent by Wiley to confirm the Reprint order.
- (e) **"Insertion Order"** or **"Purchase Order"** means a document provided by the Customer for ordering Advertising or Reprints which confirms the agreed details.
- (f) **"Reprint"** means print or physical goods, being a specified number of reprints of articles or other material (for example, pre-loaded USBs), as requested by the Customer and/or ePrints which are digital versions of articles or other materials hosted by Wiley or its licensees and linked from a Wiley website, an email or a Customer website ("ePrints").
- (g) **"Reprint Quotation"** means a document supplied to the Customer by Wiley which sets out the details of the quotation for Reprints.
- (h) **"Terms"** means these terms and conditions.

## ADVERTISING TERMS

- 2. In submitting Advertising to Wiley, the Customer grants Wiley a worldwide, royalty-free, irrevocable licence to publish and print the Advertising as set out in the Booking Confirmation as well as the right to sub-license all such rights to any third-party provider.
- 3. Wiley will, or will instruct its affiliates to, use commercially reasonable efforts to publish the Advertising in the format and in the position as set out in the Booking Confirmation, however all Advertising is subject to editorial approval and Wiley reserves the right to vary the placement of Advertising within a print product or online site or digital product when necessary.
- 4. Wiley reserves the right at any time to refuse or withdraw from publication Advertising which is not in accordance with the specifications provided in the Booking Confirmation, these Terms or is otherwise inappropriate in Wiley's sole and reasonable discretion. Notwithstanding the foregoing, Wiley has no obligation to review or approve Advertising copy (for compliance, appropriateness, or otherwise). Wiley may publish the Advertising with a heading 'Advertising' or in some other manner to distinguish the advertising material from editorial material. If and to the extent that the Advertising does not conform to Wiley's then-effective production specifications, Wiley reserves the right to make technical modifications as necessary to conform to such specifications.
- 5. If Wiley is creating advertising copy on behalf of the Customer, Wiley will provide final copy for the Customer's approval by email.
- 6. Customer is solely responsible for compliance with all laws, standards, industry codes and other binding guidelines as to the content of the Advertising, whether created by Wiley on its behalf or provided to Wiley, including but not limited to all applicable medical advertising regulations.
- 7. The Customer will supply an authorised Purchase Order or Insertion Order to Wiley for Print Advertising and Online Advertising. Advertising bookings cannot be reserved without receipt of the aforementioned documents. Orders for booking of Online Advertising must be received at least 7 business days in advance of the proposed first run date. Wiley cannot guarantee that orders received after this time will be fulfilled. Customer shall book Online Advertising on a monthly basis unless otherwise expressly set out in the Booking Confirmation. Publication dates specified in the rate cards may be subject to changes at the discretion of Wiley; new publication dates will be communicated to the Customer prior to publication, at point of order confirmation where possible.
- 8. The Customer must submit the required copy for Print Advertising on the material submission date as set out in the Booking Confirmation ("Materials Due Date"). If a Customer fails to provide the Print Advertising copy for a confirmed booking by the Materials Due Date, the Customer may be charged for Print Advertising unless a cancellation has been approved by Wiley in writing. If Wiley accepts copy for the Print Advertising after the Materials Due Date, Wiley makes no representations that Print Advertising will be published and the Customer will have no claim against Wiley for credit or republication in the event of non-publication, or if the Print Advertising is published in another manner or format than as set out in the Booking Confirmation.
- 9. Customer must submit Print Advertising copy in compliance with the artwork and data specifications as set out in the Booking Confirmation, or as previously provided by Wiley in relation to the particular publication.
- 10. Customer shall deliver and shall be solely responsible for providing to Wiley all of the text, pictures, graphics, sound, video, programming code and other media which comprise the graphic or html file that comprises the Online Advertising in conformance with Wiley's delivery specifications.
- 11. Wiley makes no guarantees as to the number of visitors to any Wiley site or digital product or the number of impressions at any Wiley site or digital product, unless such guarantees are expressly made in writing by Wiley in the Booking Confirmation. Any 'impression goals' or the like provided are non-binding. Online Advertising described in the Booking Confirmation as '100% sponsorships' will not be subject to any impression or viewability guarantees.
- 12. Wiley will provide reporting at the end of the Online Advertising campaign, or otherwise as requested within a reasonable time of request, to give details of Online Advertising performance (i.e. impressions, clicks). Real time transparency of campaigns can be managed by the Customer by using Google Ad Manager.

13. Unless specifically set out in the Booking Confirmation and agreed in writing by Wiley, Online Advertising will not be behind a registration barrier. The Customer acknowledges that Online Advertising placed on Wiley Online Library will be viewable by both subscribers and non-subscribers to Wiley Online Library. For the avoidance of doubt, Print Advertising may be viewable by non-subscribers to journals or periodicals.

14. In relation to Online Advertising to be included in email alerts to subscribers and other authorised users of Wiley's products ("Email Alerts"), Wiley cannot guarantee the send date of any Email Alert advertising unless otherwise expressly agreed in the Booking Confirmation.

15. The sole remedy for any failure by Wiley to provide any Advertising, is that the Customer will be provided with a period of Online Advertising or additional Print Advertising in an equivalent placement and for a set period of time as determined by Wiley. Wiley will not be responsible for any failures that are not caused by Wiley. Wiley cannot guarantee that such 'make-up' bookings can be made in the month following the initial Advertising period.

16. In submitting Advertising to Wiley, the Customer warrants and represents that:

- (a) publication of any Advertising (including any Advertising copy that is created by Wiley on behalf of the Customer which has been approved by Customer) in the manner set out in the Booking Confirmation will not breach or infringe any copyright, patent, trademark, trade secret or obligation of confidentiality or privacy, any law of defamation or obscenity, or any relevant law or regulation concerning advertising or promotions, including any medical advertising laws, industry codes or regulations;

- (b) the Customer has the right to grant the licence to Wiley to use the Advertising as contemplated by these Terms;

- (c) the Advertising is accurate, truthful and non-deceptive and does not violate any laws regarding false advertising;

- (d) the Advertising does not violate any other applicable law, statute, ordinance or regulation, including without limitation any laws and regulations governing export control;

- (e) the Advertising is not and does not contain content that is lewd, pornographic or obscene, excessively profane, racist, ethnically offensive, threatening, infringing, excessively violent, libellous, gambling-related, or promote any discriminatory activity, promote illegal drugs or arms trafficking, create a risk to a person's safety or health, compromise national security or interfere with an investigation by law enforcement officials or is offensive, misleading, deceptive or destructive, and does not promote, advocate or facilitate terrorism, terrorist-related activities or violence;

- (f) Online Advertising does not create, facilitate the creation of or exploit any security vulnerabilities in a user's computer, promote programs which compensate or provide incentives to users for clicking ads or offers, performing searches, surfing websites or reading emails or contain viruses, trojan horses, worms, time bombs, cancelbots or other harmful or deleterious programming routines whether similar or dissimilar to the foregoing; and

- (g) Customer has obtained written consent to display the name or image of any living person in any Advertising.

17. The Customer acknowledges that in relation to Advertising, Wiley makes no representation or warranty (i) that any publication of any Advertisement will be confined to persons resident in various countries (ii) of the exact number of page impressions that will be delivered, (iii) regarding the quality of reproduction of the Advertisements; or (iv) as to the availability of any Online Advertising site or digital product.

18. In addition to the Terms, the following clauses of the standard terms and conditions of the Interactive Advertising Bureau for Media Buys of Less than One Year ("[IAB Terms](#)") will apply to all Online Advertising services, with Wiley being the 'Media Company' and Customer being the 'Agency' and 'Advertiser' (unless the Customer is a media agency booking advertising on behalf of a customer in which case it will be the Agency, with its customer being the Advertiser):

- (a) Section II (Ad Placement and Positioning);
- (b) Section IV (Reporting) (excluding clause IV(b));
- (c) Section XII (Non-Disclosure, Data Usage and Ownership, Privacy and Laws)
- (d) Section XIII (Third Party Ad Serving and Tracking)

In the event of any inconsistencies between the IAB Terms and these Terms, these Term will prevail, to the extent of the inconsistency.

## REPRINT TERMS

19. A Reprint Quotation will be provided to the Customer by Wiley. The Customer must provide a Purchase Order or return the Reprint Quotation and provide all relevant details in order to submit an order for producing the Reprint and in doing so, the Customer agrees to be bound by these Terms. Wiley may issue a Booking Confirmation to confirm the Order.

20. The Reprints are solely for the use of the Customer and may not be re-sold, posted on the internet (other than as permitted for ePrints in the format specified by Wiley) or reproduced in any other format or media without the express written permission of Wiley and payment of the appropriate licence fee. The Reprints must not be amended or modified in any way after delivery. If the Customer wishes to append or add any material to a Reprint it shall inform Wiley at the time of making the order and pay any additional fees charged by Wiley. Wiley reserves the right to accept or decline any such request in its sole discretion.

21. For ePrints, the Customer will be provided with a link and is entitled to the number of downloads of ePrints, as specified in the Reprint Quotation and/or Booking Confirmation. The Customer may opt to pay a premium price and have a print download option on ePrints if confirmed in the Booking Confirmation.

22. Wiley will use commercially reasonable efforts to deliver the Reprints by the date specified by the Customer (if any) in the accepted Reprint Quotation, however Wiley will not be liable for any non-delivery or late delivery.

23. It is the responsibility of the Customer to notify Wiley in writing of any damage or shortage within 30 days of the date of actual delivery of physical Reprints to the Customer. Wiley will take no responsibility for any damage or shortage notified after this period has expired.

# Advertising and Reprint Production Terms and Conditions

## PRICING

- 24. The price for the Advertising is set out in the Booking Confirmation. An invoice will be sent by Wiley to the Customer following print publication or digital campaign fulfilment.
- 25. The price for producing the Reprints is set out in the Reprint Quotation and is valid for 30 days from the date of issue. The price quoted includes a maximum of three (3) proofs of the Reprint. Should Customer require any additional proofs, these will be subject to an additional charge at the discretion of Wiley. If a Reprint Quotation has been provided in advance of the printing date, the details of the order may change upon printing. In this event, Wiley reserves the right to amend the Reprint Quotation to reflect any changes including, without limitation, page length. If a Customer requires a pro forma invoice, Wiley can issue an invoice after the order is confirmed.

## CANCELLATION

- 26. If the Customer wishes to cancel Advertising after the provision of an Insertion Order or Purchase Order, the Customer must immediately notify Wiley in writing. For Print Advertising, the Customer may, at Wiley's discretion, still be liable for any charges where cancellation requests are received after the Materials Due Date for that Advertising. For Online Advertising, unless the Booking Confirmation has specified that such Online Advertising is non-cancellable, the Customer may cancel Online Advertising on 14 days' written notice to Wiley with no penalty, provided that the Customer shall pay all fees for all Advertising within the 14-day notice period up until the effective date of termination and if there are any custom content or development for any Advertising, the Customer shall pay for the provision of all services performed up to the effective date of termination.
- 27. On receipt of a cancellation request, Wiley will use reasonable commercial endeavours to ensure the Advertising is not published or for Online Advertising, that it is withdrawn, however Wiley will not be liable for any loss or damage that may be occasioned by the publication of Advertising cancelled by the Customer after the Materials Due Date or Insertion Order is received.
- 28. Reprint cancellations will be subject to a cancellation fee based on the value of the total order (excluding shipping and expedited delivery charges) and the point in the production process which has been reached at the time Wiley receives the cancellation:

English Language		Translations	
Point of Cancellation	% of order value – excluding shipping & expedited delivery fees	Point of Cancellation	% of order value – excluding shipping & expedited delivery fees
Purchase Order / confirmed order received	5%	Purchase Order / confirmed order received	5%
Order sent to printer / Proof compiled	10%	Translation work started	50%
Proof approved by customer	25%	Proof approved by customer	75%
ePrint created	35%	ePrint created	35%
Copies printed / ePrint supplied	100%	Copies printed / ePrint supplied	100%

## GENERAL TERMS

- 29. If a Customer breaches these terms, fails to pay for Advertising or Reprints, enters into bankruptcy or where it is a corporation or other legal entity, passes a resolution for administration, winding up or liquidation, has a receiver or manager appointed, or enters into an arrangement with its creditors other than in the ordinary course of business, or any other event occurs or proceeding is taken with respect to the Customer in any jurisdiction which has an effect equivalent or similar to any of the events mentioned, then Wiley may, in its sole discretion and without limitation:
  - (a) cancel any provision of credit to Customer;
  - (b) require cash pre-payment for further orders until all outstanding debt is paid in full or Wiley determines that the initial insolvency event has ceased to occur;
  - (c) cease publication of further Advertising or terminate an agreement for Advertising;
  - (d) withhold any discounts or rebates previously granted to the Customer; or
  - (e) exercise any other rights at law or equity.

- 30. Wiley will send invoices to the Customer at the address provided. Should a Purchase Order number be a prerequisite for payment of invoice, the Customer must supply this at the point of confirming the order. All delivery addresses must be accompanied by a contact name and telephone number, as well as a VAT number (relative to the country on the invoice address) or other business identifier or information as may be required by Wiley (eg. GST registration, W9 form) as notified by Wiley. Please note that Wiley is unable to accept any PO Box addresses.
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