

MEDIA GUIDE



2022 **inspect – World of Vision**

REFRESH YOUR MARKETING

WILEY

inspect – World of Vision

inspect is the leading trade journal for applied image processing and optical metrology. With a circulation of 20,000 copies – the highest in the industry (monitored by IVW), the magazine is read by engineers and experts who are also the decision makers regarding the use and procurement components, products and technologies.

Further good reasons for choosing 'inspect' as your information and advertising medium:

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

In the VISION, AUTOMATION and CONTROL sections, **inspect** provides competent, detailed and up-to-date reports on components & technologies, turnkey systems & applications as well as material testing & measuring systems.

Content

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Overview

Publication frequency

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

Volume

23rd year in 2022

Circulation

20,000

Publishing Director

Steffen Ebert

Product Management

Anke Grytzka-Weinhold

Editor-in-Chief

David Löh

Commercial Manager

Jörg Wüllner

Order Management

Kerstin Kunkel

Subscription

€ 51 (+ VAT)

Single Copy rate

€ 16.30 (+ VAT, + Postage)
Subscription for students 50% discount

ISSN

1616-5284

Format of the magazine

DIN A4

Analysis

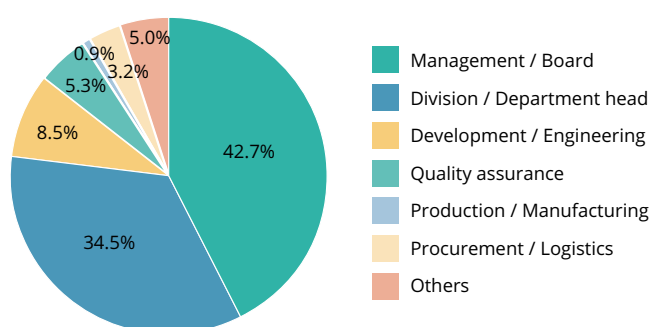
Circulation analysis

Circulation (IVW QI/2021)	copies
Printed copies	20,000
Actual circulation figures	19,772
Complimentary copies	17,676
Sold (incl. subscriptions)	2,096
Remainder & Archived copies	228

Breakdown of recipients according to position in the company / area of responsibility (Basis: Shipping data 2020/2021)

Position / Area of responsibility	%	Recipients
Management / Board	42.3	8,368
Division / Department head	34.7	6,861
Development / Engineering	8.4	1,666
Quality assurance	5.4	1,069
Production / Manufacturing	1.0	202
Procurement / Logistics	3.2	626
Others	5.0	980
Total	100	19,772

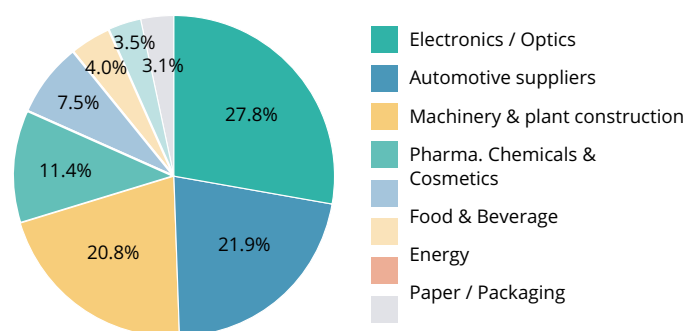
All figures are average values, percentages are rounded up.
Basis: Shipping data 2019.



Breakdown of recipients according to industry

Industry	%	Recipients
Electronics / Optics	28.1	5,548
Automotive suppliers	22.0	4,342
Machinery & plant construction	20.7	4,102
Pharma, Chemicals & Cosmetics	11.3	2,233
Food & Beverage	7.4	1,470
Energy	4.0	784
Paper / Packaging	3.5	686
Other	3.1	607
Total	100.0	19,772

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



Range of Distribution Print + Online (as at 1 March 2021)

Print	20,000
Website* www.wileyindustrynews.com	14,700
Social Media (Follower)**	
Xing	3,611
LinkedIn	8,933
Twitter	1,563
WIN-Newsletter (DOI***)	2,620
Total	51,427

* Contacts of the inspect team

** DOI = Double-Opt-In: As each recipient has registered for our newsletter personally, in accordance with data protection regulations, the newsletter has an Opening rate of > 45 percent.

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Dates & Contents

Issues	inspect 1 February	inspect 2 April	inspect international 1 April	inspect 3 June	GIT Special-Issue PRO-4-PRO August	
		 				
Publication date ¹	04.03.2022	15.04.2022	21.04.2022	13.06.2022	08.08.2022	
Advertising deadline	11.02.2022	25.03.2022	01.04.2022	20.05.2022	18.07.2022	
Editorial deadline	17.12.2021	28.02.2022	18.02.2022	22.04.2022	26.06.2022	
Exhibition Issue for	W3+ Fair Wetzlar 16.-17.03.2022	Control Stuttgart 03.-06.05.2022	Control Stuttgart 03.-06.05.2022		in cooperation with GIT SICHERHEIT  www.pro-4-pro.com	
	Embedded World Nuremberg 15.-17.03.2022	Embedded Vision Summit Santa Clara, USA 16.-19.05.2022	Embedded Vision Summit Santa Clara, USA 16.-19.05.2022	Automotive Testing Expo Stuttgart tba		
	Logimat Stuttgart 08.-10.03.2022	Sensor+Test Nuremberg 10.-12.05.2022	Hannover Messe Hanover 25.-29.04.2022			
	Hannover Messe Hannover 25.-29.04.2022	 Apply Products until 13.05.2022				
E-SPECIAL (8,000 recipients)			Control Distribution: 26.04.2022			
NEWSLETTER for Issue	22.02.2022	19.04.2022	26.04.2022 (English)	21.06.2022		
TOPICS	• Embedded Vision • Deep Learning • Quality Assurance • Robotics	• Quality Assurance • Material Testing • Augmented Reality • Thermography & Hyperspectral Imaging • Vision-Software • AI • Optical Measuring Devices		• 3D-Vision • Vision-Sensors • Coding & Identification • Thermography & Computertomography • Material Testing • Identification	The special edition PRO-4-PRO published annually before the autumn fairs (circulation 25,000) is a cross-media product that combines print and online: in the form of the printed edition and in connection with the www.pro-4-pro.com platform. System, performance and company portraits are presented, as well as current products, applications and sector solutions. www.pro-4-pro.com.	
Basics	Basics for the world of machine vision					
Vision	Components and Systems: Cameras, Frame grabbers, Lenses, 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					
Automation	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...					
Control	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...					

¹ postal dispatch may take up to 4 days

¹ postal dispatch may take up to 4 days

Dates & Contents

Ausgaben	inspect international 2 September 	inspect 4 September 	inspect 5 October 	inspect 6 November sps smart production solutions	inspect international 3* December 
Erscheinungstermin ¹	16.09.2022	23.09.2022	28.10.2022	14.11.2022	16.12.2022
Anzeigenschluss	26.08.2022	12.09.2022	07.10.2022	28.10.2022	02.12.2022
Redaktionsschluss	29.07.2022	29.07.2022	05.09.2022	23.09.2022	28.10.2022
MESSEN	Vision Stuttgart 04.-06.10.2022	Vision Stuttgart 04.-06.10.2022	Vision Stuttgart 04.-06.10.2022	sps smart production solutions Nürnberg, 22.-24.11.2022	 Official Buyer's Guide of the European Machine Vision Association EMVA * Pricelist on page 11 Circulation: 20,000 copies
	The Vision Show Boston, USA 11.-13.10.2022	Motek Stuttgart 04.-07.10.2022			
		 Presentation of the Nominees	 Awards Ceremony		
E-SPECIAL (8.000 recipients)				Vision-News Distribution: 01.11.2022	
NEWSLETTER for Issue	20.09.2022 (Englisch)	27.09.2022	02.11.2022	15.11.2022	20.12.2022
TOPICS		• Hyperspectral Imaging • Interfaces • Quality assurance • Robotics • Bin-Picking	• Objectives • Lighting • Vision Sensors • Camera Accessories • Vision Software • Embedded Systems • Deep Learning	• Optical Identification • Robotics • Deep Learning • Measuring & Testing • Code Reading	• Product Overview • Industrial Applications • Market Data

¹ 1 postal dispatch may take up to 4 days

Basics	Basics for the world of image processing
Vision	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
Automation	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...
Control	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

Advertisements	width / length (mm)	Price € 4c
1/1 Page	210 x 297*	6,720
1/2 Page portrait	90 x 260	4,145
1/2 Page landscape	185 x 128	4,145
Juniorpage	137 x 190	4,410
1/3 Page portrait	58 x 260	2,510
1/3 Page landscape	185 x 85	2,510
1/4 Page classic	90 x 128	1,970
1/4 Page portrait	43 x 260	1,970
1/4 Page landscape	185 x 63	1,970
1/8 Page classic	90 x 128	1,420
1/8 Page landscape	185 x 30	1,420
Job Advertisements	25% discount on regular advertisement prices	

Preferred Positions

Title page + Story ¹		9,200
Inside front/back page ¹	185 x 260	6,850
Back page ¹	185 x 260	6,870
1 st page right-hand text ¹	185 x 260	6,810
Title Corner	73 x 51 x 51*	3,160
Postcards ²		160

Advertorials in PRO-4-PRO

Partial title	50 x 33	2,760
Innercover	PR-Text, pictures, Logo	4,570
1/1 page	PR-Text, pictures, Logo	4,075
1/2 page	PR-Text, pictures, Logo	2,050
1/4 page	PR-Text, pictures, Logo	1,035

*plus 3 mm overlap on all sides

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.

Bound-In inserts	width / length (mm)	Price € 4c
2-page A4*	210 x 297	4,940

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

Loose inserts ³	weight	Price € 4c
	up to 25 g	310
	up to 50 g	395

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

Terms of Payment:

Payment within 30 days without deduction.

Bank details:

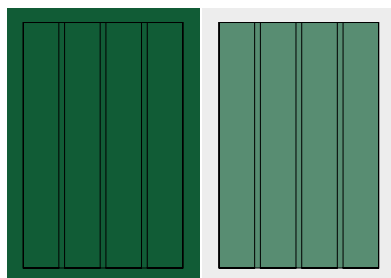
J.P. Morgan AG
Taunus Turm · Taunustor 1
60310 Frankfurt, Germany
IBAN: DE55501108006161517443
BIC: CHASDEFX

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 January 2022 and supersedes all previous price lists.

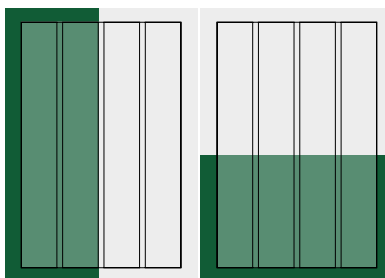
Formats



1/1 Pages
Type Area/Bleed Size

Type Area:
185 x 260 mm

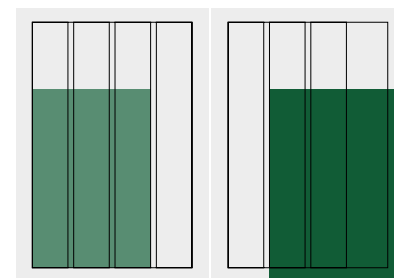
Bleed Size:
210 x 297 mm



1/2 Pages
Type Area/Bleed Size

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

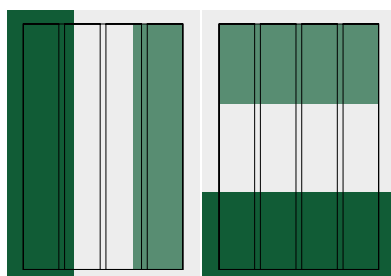
Bleed Size:
portrait: 102 x 297 mm
landscape: 210 x 147 mm



Juniorpage

Type Area:
137 x 190 mm

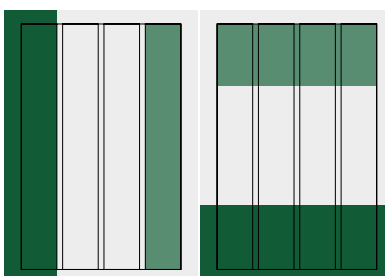
Bleed Size:
147 x 209 mm



1/3 Pages
Type Area/Bleed Size

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

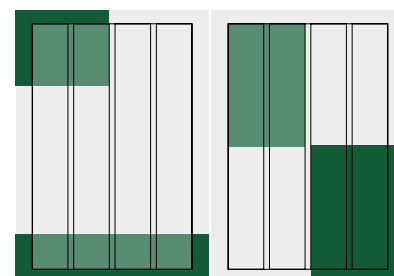
Bleed Size:
portrait: 70 x 297 mm
landscape: 210 x 104 mm



1/4 Pages
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
Pages 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/m²

Delivery of loose inserts

Delivery quantity: 20,200 copies

Delivery of bound-in inserts

Delivery quantity: 20,500 copies

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

Data format

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

Please observe the following points:

1. Embed all text or convert it into streams.
2. Use only CMYK colours.
3. With pixel-oriented data formats, 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



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

inspect international – We reach everyone!

Already in its fifth year, our established inspect international is published twice a year in English (circulation: 10,000 print + mailing as e-paper). In addition to our regular readers, we make use of targeted dispatch to reach other recipients. This is how your message gets exactly to the readers you want to reach. The international edition will also be available for download on the English-speaking portal www.WileyIndustryNews.com/en. The English-language LinkedIn channel complements the portfolio.

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

Events with magazine displays

- 80. Heidelberger Bildverarbeitungsforum, Aachen, 08.03.2022
- Logimat, Stuttgart, 08. – 10.03.2022
- Hannover Messe, Hanover, 25. – 29.04.2022
- Control, Stuttgart, 03. – 06.05.2022
- Sensor+Test, Nuremberg, 10. – 12.05.2022
- Embedded Vision Summit, Santa Clara, USA, tba
- Vision, Stuttgart, 04. – 06.10.2022
- The Vision Show, Boston, USA, 11. – 13.10.2022
- sps smart production solutions, Nuremberg, 22. – 24.11.2022



2 times
per year
in english
language

	inspect intern. 1	inspect intern. 2
Publication date	21.04.2022	16.09.2022
Advertising deadline	01.04.2022	26.08.2022
Editorial deadline	18.02.2022	29.07.2022

Prices & Formats international

Advertisements	width / Height (mm)	Price €
1/1 Page	210 x 297*	4,640
1/2 Page portrait	90 x 260	3,095
1/2 Page landscape	185 x 128	3,095
Juniorpage	137 x 190	3,245
1/3 Page portrait	58 x 260	1,810
1/3 Page landscape	185 x 85	1,810
1/4 Page classic	90 x 128	1,540
1/4 Page portrait	43 x 260	1,540
1/4 Page landscape	185 x 63	1,540
1/8 Page classic	90 x 63	1,150
1/8 Page landscape	185 x 30	1,150
Job Advertisements	25% discount on regular advertisement prices	

*plus 3 mm overlap on all sides

Preferred positions	width / Height (mm)	Price €
Title page + Story ¹		5,520
Inside front/back page ¹	185 x 260	5,030
Back page ¹	185 x 260	5,265
1 st page right-hand text ¹	185 x 260	5,030
Title Corner	73 x 51 x 51*	1,895
Postcards ²		100

*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.

Analysis

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

(Basis: Shipping data 2020/2021)

Position	%
Corporate Management	52.5 %
Business Unit-, Department-, Project Management	35.2 %
Specialists	11.1 %
Other	1.2 %

Breakdown of recipients according to industry

Industry	%
Electronics, Precision Engineering, Optics	36.6 %
Mechanical Engineering	26.1 %
Automotive	14.3 %
Other manufacturing industry	12.4 %
Pharma, Chemie & Cosmetics	7.8 %
Others	2.8 %

inspect Buyer's Guide 2023



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 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 (inspect international 3/22; circulation 20,000) in English with overviews, trend reports and showcases.

Company Profile	Showcase
1/1 4c Page Print & Online	€ 5,920 –
1/2 4c Page Print & Online	€ 3,690 –
1/4 4c Page Print & Online	– € 1,660

Company Profile	Company Entry + Logo	Company Entry + Logo + Picture
1/6 Page Print & Online	– € 555	€ 1,110
1/32 Seite Print & Online input via inspect-online.com	free of charge	–

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. ➔

←

1/1 Page
Company Profile

1/2 Page
Company Profile

←

1/4 Seite
Showcase

E-Special: 100 % Content, 100 % digital

The most important information first: With our new digital format – the E-Special – you reach about 16,000 recipients via social media and the WIN – WILEY INDUSTRY NEWS, the joint portal of the trade magazines messtec drives Automation and inspect and PhotonicsViews.

Range of distribution	Social Media*
Xing	3,611
LinkedIn	8,933
Twitter	1,563
Newsletter (DOI)**	
WIN-Newsletter	2,620

* Contacts of the inspect team

** DOI = Double-Opt-In: As each recipient has registered for our newsletter personally, in accordance with data protection regulations, the newsletter has an Opening rate of > 45 percent.

Every E-Special has a focus topic, for example sensor & metrology or robotics. Since the E-Special is sent as a flip page catalogue that is based on a PDF which is created in-house, we can be very flexible regarding your advertising formats. The advantage of digital formats: Your advertisements are displayed with surface and deep links, so that your potential customer is directed to your product on its respective page immediately.

Advertising format	Price €
e-Special title page	3,100
e-Special 1/1 Advert 4c	2,400
e-Special 1/2 Advert 4c	1,600
e-Special 1/3 Advert 4c	1,400
e-Special 1/4 Advert 4c	1,200

WILEY
21. JAHRGANG
NOVEMBER
2020

inspect
WORLD OF VISION
www.inspect-online.com

Special

Das Herbstliche Vision-Special 2020

Alle Vision-Neuheiten der Messezeit kompakt als E-Paper

„Virtuelle Events sind kein Ersatz für physische Messer“
Interview mit Florian Niethammer, Projektleiter der Fachmesse Vision

Die virtuelle Vision News 2021 startet

„Virtuelle Events sind kein Ersatz für physische Messer“
Interview mit Florian Niethammer, Projektleiter der Fachmesse Vision

WILEY

E-Inserts

Our trade magazines also appear digitally. Therefore, you are welcome to use the opportunity to insert your supplement, a special catalogue or a product or company brochure into the digital version of the print edition or to integrate our E-Specials. The digital version as well as the E-Specials are circulated via the Newsletter distributors as well as our social media channels.

Digital inserts up to 12 pages: 2,810 € | Digital inserts up to 20 pages: 3,540 €

Wiley Industry News

WIN NEWS

www.WileyIndustryNews.com

Together we are stronger: From the beginning of 2021, the online editorial offices of inspect-online.com, md-automation.de, traffic and Photonics Views will bundle their forces and present you with our new internet presence Wiley Industry News, WIN for short. The portal provides readers with daily news from the automation, photonics and machine vision industries. Among other things, those interested will find stimulating user reports, informative videos or in-depth whitepapers, that will bring you closer to the technology of today and tomorrow. In addition all products and solutions that can help to improve your own production or to extend it. The portal with its modern layout is the central point of contact for anyone interested in hardware and software needed for the tough everyday life in the 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 and increase your market penetration.

Leaderboard	728 x 90 Pixel	€ 1,185 / month, run of site*
Medium Rectangle	300 x 250 Pixel	€ 1,170 / month, run of site*
Wide Skyscraper**	160 x 600 Pixel	€ 1,085 / 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. 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 six months in the portal's database ***€ 1,540**

Combined Offer: Feature on Portal + Newsletter **€ 2,060**

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

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'.

Scope of Service:

Teaser text, product photos, company contacts, PDF for download **€ 930 / 6 months**

Webcast | Video

This multimedia advertising format is the perfect complement to your banner advertising and whitepapers.

Scope of Service:

Teaser text, product video, company address **€ 940 / 6 months**

Accesses to the website (Google Analytics)

Page Impressions/Month	14,700
Visits/Month	8,450
Unique Visits/Month	6,100

Mean values from the 1st half of 2021

See next page for technical specifications

The screenshot displays the Wiley Industry News portal interface. At the top, the 'WIN NEWS' logo is visible alongside navigation links for DE, EN, and a search icon. The main content area features several articles, including one titled 'Logistik & Supply Chain' about quality improvement and risk reduction. A 'Top Feature' callout points to a specific article. On the right sidebar, there are additional promotional banners, including one for 'stayathome lesen Sie online'. A 'Mobil' (mobile) view is also shown, demonstrating how the site and ads adapt to a smaller screen format. Various ad formats are highlighted with blue callouts and their respective prices: Leaderboard (€ 1,185), Top Feature (€ 1,540), Wide Skyscraper (€ 1,170), and Medium Rectangle (€ 1,085).

Desktop

Newsletter: 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	€ 910
Medium Rectangle	300 x 250 Pixel	€ 1,190
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	€ 1,085
Combo offer: Feature on website + newsletter		€ 2,060
Event announcement:		
name and date 50 characters, call-to-action 70 characters, graphic 476 x 315 pixels, external link		€ 485
Job advertisement:		
description of position 50 characters, call-to-action 70 characters, graphic 476 x 315 pixels, external link		€ 520

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

Newsletter Key Figures 2020/2021	German edition
Number of recipients (DOI)	1,850
Open Rate (MV)	45.2 %
Click Through Rate (MV)	6.3 %

MV = Mean value of 41 newsletters sent out

Newsletter Key Figures 2020/2021	English edition
Number of recipients (DOI)	770
Open Rate (MV)	48.9 %
Click Through Rate (MV)	6.2 %

MV = Mean value of 10 newsletters sent out

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.

Webcast

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

Banner (Newsletter)

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

The screenshot displays the Wiley Industry News newsletter interface. At the top, the 'WIN NEWS' logo is visible. Below it, there are sections for 'inspect', 'messtec drives Automation', and 'PhotonicViews'. A featured article by a man with glasses is shown. A large 'WIN DAYS' promotion for February 15-17, 2022, is highlighted with a 'Medium Rectangle' callout indicating a price of € 1,190. The 'Top-Thema' section features an article about vision software. A 'Full Banner' callout points to a large advertisement for '1.1" Objektivserie mit Flüssiglinsen'. The 'Feature' section highlights a vision system with a 'Feature' callout indicating a price of € 1,085. A circular callout at the bottom right promotes an 'Exklusive Präsenz bei Ihren Kunden' for a 'Single Sponsored Newsletter' at € 4,705.

Newsletter Dates

Regular Newsletter (WIN Ger)

Month	CW	Date
January	2	13.01.22
	3	20.01.22
	4	27.01.22
February	5	03.02.22
	6	10.02.22
	7	17.02.22
March	8	24.02.22
	9	03.03.22
	10	10.03.22
April	11	17.03.22
	12	24.03.22
	13	31.03.22
May	14	07.04.22
	15	14.04.22
	16	21.04.22
June	17	28.04.22
	18	05.05.22
	19	11.05.22
July	20	19.05.22
	21	26.05.22
	22	01.06.22
August	23	09.06.22
	24	16.06.22
	25	23.06.22
September	26	30.06.22

Month	CW	Date
July	27	07.07.22
	28	14.07.22
	29	21.07.22
August	30	28.07.22
	31	04.08.22
	32	11.08.22
September	33	18.08.22
	34	25.08.22
	35	01.09.22
October	36	08.09.22
	37	15.09.22
	38	22.09.22
November	39	29.09.22
	40	06.10.22
	41	13.10.22
December	42	20.10.22
	43	27.10.22
	44	03.11.22
January	45	10.11.22
	46	17.11.22
	47	24.11.22
February	48	01.12.22
	49	08.12.22
	50	15.12.22

International Newsletter (WIN engl.)

Month	CW	Date
January	3	20.01.22
February	5	03.02.22
	7	17.02.22
March	9	03.03.22
	11	17.03.22
April	13	31.03.22
	15	14.04.22
May	17	28.04.22
	19	12.05.22
June	21	23.05.22
	23	09.06.22

Month	CW	Date
July	25	23.06.22
	27	07.07.22
	29	21.07.22
August	31	04.08.22
	33	18.08.22
September	35	01.09.22
	37	15.09.22
October	39	29.09.22
	41	13.10.22
November	43	27.10.22
	45	10.11.22
December	47	24.11.22
	49	08.12.22





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 also 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 Haeussgen. [Read](#)

Best Regards,

Florian Niethammer
Project Manager VISION

Andreas Grösslein
Editor / Webmaster B2B Technology


Access in-depth information in the
R&D field of optical metrology


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...

Wiley Industry Days

WIN DAYS

15-17 Feb. 2022

Register for free

www.WileyIndustryDays.com

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.

Wiley Industry News

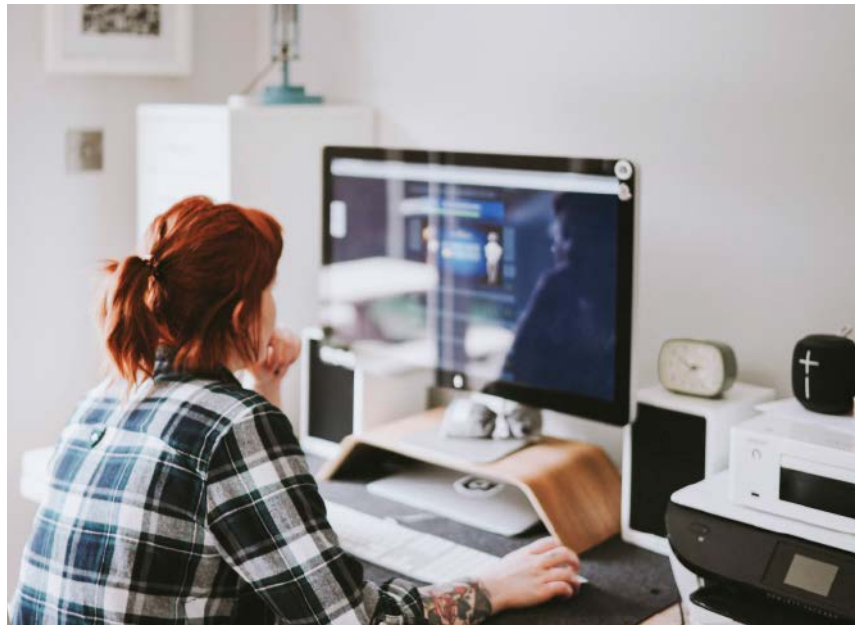
2 min **Essentials**

Online event with focus on the essential

You have the solution for a common problem in your industry? You want to use the advantages of a digital event instead of a technical article and at the same time create real added value for your potential customers? But a one-hour online event is too much effort for you? Then the new digital format "2 min Essentials" is just right for you!

In these two minutes, your speaker will explain a concrete solution to a specific problem in a live presentation. For example: "What do I have to pay attention to in terms of lighting in an inspection task of shiny plastic parts? After the presentation there's time for Q&A. And that's it.

You will receive the participants' contact details afterwards. In addition, the recording of the 2 min Essentials is permanently available on the website **www.WileyIndustryNews.com** (for eight weeks even on the start page) as well as on YouTube - including the possibility to contact you directly after the live event.

**Features at a glance::**

- Time frame: 2 to 10 minutes presentation + 10 to 15-minute question and answer session
- Integration of the logo: On the registration page, the start page of the actual event and in all E-mails to the participants (registration confirmation, two participation reminders and one follow-up e-mail) possible.
- Integration of a short trailer (play-in) to start and end of the live event and of the recording possible
- Teaser and logo of your company on the Registration and website with the recording
- Moderation by the editorial staff of inspect
- Invite participants via all channels, including the print edition, newsletter, Xing, LinkedIn, Twitter with thousands of contacts each (also the corresponding channels of the sister magazine messtec, drives & Automation can be included)
- Participant registration is free of charge

Price: 3,250 €

GIT Special Edition PRO-4-PRO



Sustainable presence can be so easy – with a **product and/or company profile** in our GIT special edition **PRO-4-PRO**. The reference book with a **circulation of 25,000 copies** is published once a year with the top players from the **automation, security and machine vision industries**.

As a joint publication of the trade journals GIT SICHERHEIT, messtec drives Automation and inspect - World of Vision, the publication is also designed for relevant industry events. For you, this means a **distribution beyond the usual circle of recipients**.

In addition, your product and/or company portrait will also be represented for a whole year on the industry platform PRO-4-PRO.com. The print edition presents detailed and clearly arranged system, performance and company

portraits as well as products and applications from the above-mentioned industries. The publication is rounded off with overview and basic contributions from the fields of automation, safety and image processing. Qualified enquiries from decision-makers demonstrably meet the suppliers who present themselves in and on PRO-4-PRO.com via the print/online combination.

Combine!
Print + Online

**Produktportfolios
& Firmenprofile**

1/2 Seite Firmenprofil



1/1 Seite Firmenprofil



Dates

Publication date	08.08.2022
Advertising deadline (PR)	04.07.2022
Advertising deadline (classic)	18.07.2022
Editorial deadline	26.06.2022

Advertorial Examples: gestaltet der Verlag für Sie – senden Sie uns lediglich Ihr Material bis spätestens 04.07.2022

2/1 page Advertorial



1/1 page Advertorial



Inner cover + picture at contents (see red circle)



Partial Title (see red circle)



½ page Advertorial



¼ page Advertorial



Advertorials

SIZE	2/1 PAGE	1/1 PAGE	½ PAGE	¼ PAGE
PRICE 4C (€)*	8,150	4,075	2,050	1,035

Preferred Positions (will be reserved in the order of booking arrival)

Inner Cover (1/1 page subject opener + ½ advertorial 4c + section title picture in contents + co-defining the colour of section)	4,570 €
Partial Title (4c picture on title page or outside back + ½ page advertorial 4c + picture in "contents"); you can book more PR additionally	2,760 €

* all rates include two full PDF correction runs. Only from the second PDF on there will be charged 45 € per PDF as handling fee.

PRODUCTS FOR PROFESSIONALS



PRO-4-PRO

Produktbereiche

Specials

Firmen

Newsletter

Suchen ...



- Extended company presentation 500 €
- detailed company and product description
- individual optimization for search engines (e.g. SEO for Google)
- Lead Generation Tool



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

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



Clear structure

Modern Design

PRO-4-PRO.com

The Product Portal for Lead Generation

Optimized for mobile devices

	6 Months / price €	12 Months / price €
Company presentation	500, one-time-fee	
Product entry	320	565
Refresher	285	510
Package deals	Runtime	12 Months / price €
Pro Package	4 Product presentations	1,775
Premium Package	8 Product presentations	3,280
Business Flat	all your product texts that you send us within 12 months	5,315



PRO-4-PRO
PRODUCTS FOR PROFESSIONALS

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.

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- 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.
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- 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.
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- 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.
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- 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.
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- (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;
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- (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.

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Advertising and Reprint Production Terms and Conditions

PRICING

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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.

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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.
31. Prices are shown exclusive of GST, VAT and other sales taxes, unless otherwise expressly indicated by Wiley in writing. Prices are also exclusive of all handling, packing, freight, shipping, customs duties, levies, import duties and insurance charges unless otherwise agreed in writing. Amounts received will be free from and clear of any other taxes imposed by any tax authority, such as withholding tax, and if, for some reason, such amounts are subject to any withholding tax or other relevant taxes, then the Customer is liable to pay such tax and Wiley will receive the full amount set out in the Booking Confirmation.
32. Customer shall pay all invoices in full will be made within 30 days of the date of an invoice, unless otherwise agreed in writing between the Parties.
33. If the Customer fails to make any payment due to Wiley under this Agreement by the due date, then, without limiting Wiley's remedies, the Customer shall pay interest on the overdue amount at a rate which will be the lesser of: (i) 0.5% per month, such interest to accrue on a daily basis from the due date until actual payment of the overdue amount, whether before or after judgement; or (ii) any relevant maximum statutory rate allowable in the jurisdiction where the Wiley entity is located, such interest to accrue in accordance with the relevant statutory provisions. Customer shall pay the interest together with the overdue amount.
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