

2021  
REFRESH YOUR MARKETING  
**inspect – World of Vision**  
[www.wileyindustrynews.de](http://www.wileyindustrynews.de)





# inspect – World of Vision

**inspect** is the leading trade journal for applied image processing and optical metrology. With a circulation of 20,000 copies (monitored by IVW, see [ivw.de](http://ivw.de)), the magazine is read by engineers and experts who are also the decision makers with regard to the use and procurement of components, products and technologies.

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

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

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

22<sup>nd</sup> year in 2021

### Circulation

20,000

### Publishing Director

Steffen Ebert

### Product Management

Anke Grytzka-Weinhold

### Editor-in-Chief

David Löh

### Commercial Manager

Jörg Wüllner

### Order Management

Claudia Vogel

### 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

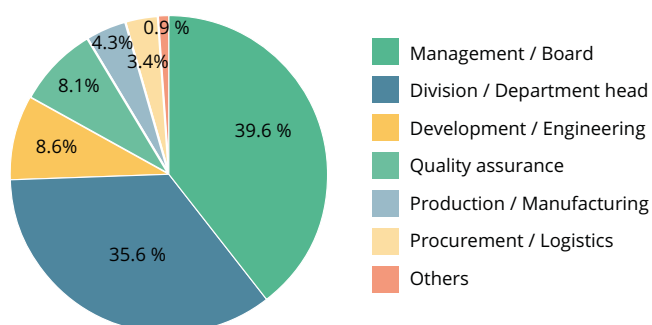
## Circulation analysis

Circulation (IVW QI/2019)	copies
Printed copies	20,000
Actual circulation figures	19,823
Complimentary copies	17,724
Sold (incl. subscriptions)	2,141
Remainder & Archived copies	177

## Breakdown of recipients according to position in the company / area of responsibility (Basis: Shipping data 2019/2020)

Position / Area of responsibility	%	Recipients
Management / Board	39.6	7,773
Division / Department head	35.1	6,890
Development / Engineering	8.6	1,688
Quality assurance	8.1	1,590
Production / Manufacturing	4.3	844
Procurement / Logistics	3.4	667
Others	0.9	177
Total	100	19,629

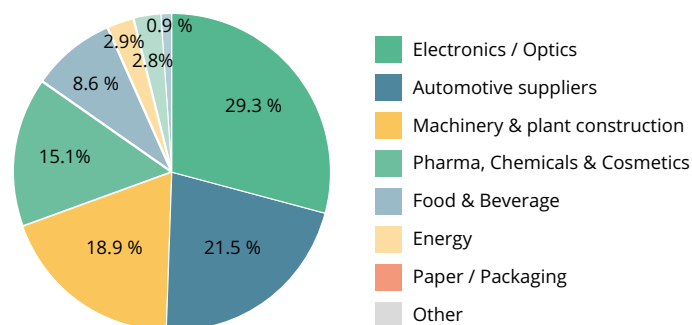
All figures are average values, percentages are rounded up.  
Basis: Shipping data 2019.



## Breakdown of recipients according to industry

Industry	%	Recipients
Electronics / Optics	29.3	5,751
Automotive suppliers	21.5	4,220
Machinery & plant construction	18.9	3,710
Pharma, Chemicals & Cosmetics	15.1	2,964
Food & Beverage	8.6	1,688
Energy	2.9	569
Paper / Packaging	2.8	550
Other	0.9	177
Total	100	19,629

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



## Range of Distribution Print + Online (Stand: 30. Juli 2020)

**Print** 20,000

**Website** 13,910 (Page impressions/month according to data from 2<sup>nd</sup> HY 2019 / 1<sup>st</sup> HY 2020)  
www.inspect-online.com

### Social Media\*

Xing	3,894
LinkedIn	2,791
Twitter	1,517

**Newsletter (DOI\*\*)** 2,400

messtec drives Automation

inspect (german + english) 2,806








**Total** 47,318

\* 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 > 50 percent.



# Dates & Contents

Issues	inspect 1 February 	inspect international 1 March 	inspect 2 April 	inspect 3 June 	GIT Special-Issue PRO-4-PRO August 
Publication date <sup>1</sup>	18.02.2021	21.04.2021	23.04.2021	14.06.2021	09.08.2021
Advertising deadline	29.01.2021	01.04.2021	01.04.2021	21.05.2021	19.07.2021
Editorial deadline	16.12.2020	19.02.2021	05.03.2021	20.04.2021	21.06.2021
Exhibition Issue for	<b>Embedded World Digital</b> Online Event 01.-05.03.2021	<b>Control</b> Stuttgart 04.-07.05.2021	<b>Control</b> Stuttgart 04.-07.05.2021	<b>Sensor+Test</b> Nürnberg 04.-06.05.2021	in cooperation with GIT SICHERHEIT  www.pro-4-pro.com
	<b>Hannover Messe und Cemat</b> Hanover, 12.-16.04.2021	<b>Logimat</b> Stuttgart 22.-24.06.2021	<b>Embedded Vision Summit</b> Santa Clara tba	<b>Automotive Testing Expo</b> Stuttgart, Germany 08.-10.06.2021	
	<b>W3+ Fair</b> Wetzlar 27.-28.04.2021	<b>Embedded Vision Summit</b> Santa Clara tba	 Apply Products until 14.05.2021	<b>Laser World of Photonics</b> Munich, Germany 21.-24.06.2021	
<b>E-SPECIAL</b> (8,000 recipients)		<b>Control</b> Distribution: 28.04.2021			
<b>NEWSLETTER</b> for Issue	18.02.2021	22.04.2021 (E)	29.04.2021	17.06.2021	10.08.2021





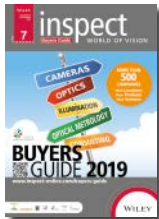


TOPICS					
	<ul style="list-style-type: none"> <li>• Embedded Vision</li> <li>• Deep Learning</li> <li>• Quality Assurance</li> <li>• Robotics</li> </ul>		<ul style="list-style-type: none"> <li>• Quality Assurance</li> <li>• Material Testing</li> <li>• Augmented Reality</li> <li>• Thermography &amp; Hyperspectral Imaging</li> <li>• Vision-Software</li> <li>• AI</li> <li>• Optical Measuring Devices</li> </ul>	<ul style="list-style-type: none"> <li>• 3D-Vision</li> <li>• Vision-Sensors</li> <li>• Coding &amp; Identification</li> <li>• Thermography &amp; Computertomography</li> <li>• Material Testing</li> <li>• Identification</li> </ul>	<p>The special edition PRO-4-PRO published annually before the autumn fairs (circulation 30,000) is a cross-media product that combines print and online: in the form of the printed edition and in connection with the <a href="http://www.pro-4-pro.com">www.pro-4-pro.com</a> platform. System, performance and company portraits are presented, as well as current products, applications and sector solutions.</p> <p><b>www.pro-4-pro.com.</b></p>

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

<b>Basics</b>	Basics for the world of machine vision
<b>Vision</b>	<p>Components and Systems: Cameras, Frame grabbers, Lenses, Lighting, Vision-sensors, Smart Cameras, Embedded Systems, Processors &amp; Computer components...</p> <p>Software &amp; Processes: Vision software, AI, Virtual &amp; Augmented Reality, Interfaces &amp; Communication, CoaXpress, GenICam, GigE Vision, USB3 Vision, CameraLink (HS), Profinet, Ethercat...</p> <p>Hyperspectral Imaging: Components, Systems, Software</p>
<b>Automation</b>	<p>Measuring, recognition, guidance – 2D/3D measuring &amp; comparing, form position...</p> <p>Testing – surface inspection, completeness checks, Texture analysis, Colour checks, Size accuracy, Tool monitoring...</p> <p>Identifying – Bar codes, OCR, 2D codes, Geometry...</p>
<b>Control</b>	<p>Material testing – Microscopy/ image analysis, X-Ray, Tomography, Layer thickness, hardness, Interferometry, Holography...</p> <p>Measuring devices – Thermography, High-Speed-Cameras, Endoscopy, Laser measuring technology, Measuring cameras...</p> <p>Dimensional measuring – Coordinate Measuring devices, Profile projectors, Form measuring devices, Topography, Flatness, Track measurement...</p>



# Dates & Contents

Issues	inspect 4 September	inspect international 2 September	inspect 5 October	inspect 6 November	inspect international 3* December
					
Publication date <sup>1</sup>	10.09.2021	29.09.2021	29.10.2021	15.11.2021	16.12.2021
Advertising deadline	27.08.2021	07.09.2021	08.10.2021	29.10.2021	30.11.2021
Editorial deadline	14.07.2021	10.08.2021	06.09.2021	24.09.2021	26.10.2021
Exhibition Issue for	<b>Motek</b> Stuttgart, Germany 05.-08.10.2021	<b>Vision 2021</b> Stuttgart, Germany 05.-07.10.2021	<b>Vision 2021</b> Stuttgart, Germany 05.-07.10.2021	<b>sps smart production solutions</b> Nuremberg, Germany 23.-25.11.2021	 Official Buyer's Guide of the European Machine Vision Association EMVA * Pricelist on page 9 <b>Circulation: 20,000 copies</b>
				<b>Productronica</b> Munich, Germany 16.-19.11.2021	
	 Presentation of the Nominees		 Awards Ceremony		
<b>E-SPECIAL</b> (8.000 recipients)				<b>Vision-News</b> Distribution: 02.11.2021	
<b>NEWSLETTER</b> for Issue	16.09.2021	07.10.2021	14.10.2021	04.11.2021	16.12.2021
<b>TOPICS</b>	<ul style="list-style-type: none"> <li>• Hyperspectral Imaging</li> <li>• Interfaces</li> <li>• Quality assurance</li> <li>• Robotics</li> <li>• Bin-Picking</li> </ul>		<ul style="list-style-type: none"> <li>• Objectives</li> <li>• Lighting</li> <li>• Vision Sensors</li> <li>• Camera Accessories</li> <li>• Vision Software</li> <li>• Embedded Systems</li> <li>• Deep Learning</li> </ul>	<ul style="list-style-type: none"> <li>• Optical Identification</li> <li>• Robotics</li> <li>• Deep Learning</li> <li>• Measuring &amp; Testing</li> <li>• Code Reading</li> </ul>	<ul style="list-style-type: none"> <li>• Product Overview</li> <li>• Industrial Applications</li> <li>• Market Data</li> </ul>

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

<b>Basics</b>	Basics for the world of image processing
<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...

Wiley Industry Days 07.-09. June 2021

**WIN DAYS**

**Become Exhibitor**  
Book Virtual Stand & Promotion  
until 12. April 2021

Contact: Miryam.Reubold@Wiley.com · Joerg.Wuellner@Wiley.com



# 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	4,400
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	2,070
1/4 Page portrait	43 x 260	2,070
1/4 Page landscape	185 x 63	2,070
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 <sup>1</sup>		9,200
Inside front/back page <sup>1</sup>	185 x 260	8,385
Back page <sup>1</sup>	185 x 260	8,770
1 <sup>st</sup> page right-hand text <sup>1</sup>	185 x 260	8,385
Title Corner	73 x 51 x 51*	3,160
Postcards <sup>2</sup>		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 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.

Bound-In inserts	width / length (mm)	Price € 4c
2-page A4*	210 x 297	4,940
3-page A4 + side flip*	207 + 105 x 297	7,500
4-page A4*	420 x 297	8,020
6-page A4*	414 + 203 x 297	10,560

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

Loose inserts <sup>3</sup>	weight	Price € 4c
	up to 25 g	310
	up to 50 g	395

## Reprints and ePrints

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

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

Iris Biesinger, +49 (0) 6201 606 555, [ibiesinger@wiley.com](mailto:ibiesinger@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

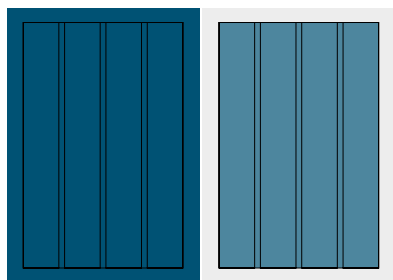
VAT-Id.No.: DE136766623  
Tax No.: 47020/29082

All prices are subject to the statutory VAT.

The new price list comes into effect on 1 January 2021 and supersedes all previous price lists.



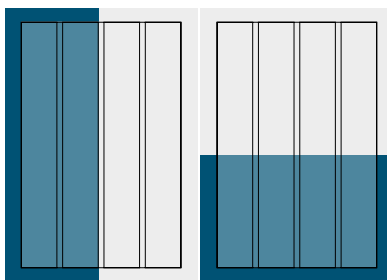
# Formats



**1/1** Pages  
Type Area/Bleed Size

**Type Area:**  
185 x 260 mm

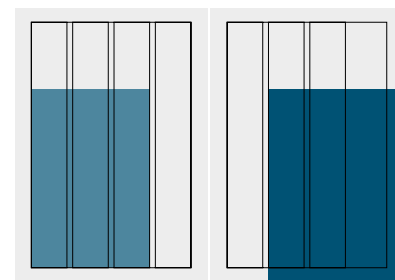
**Bleed Size:**  
210 x 297 mm



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

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

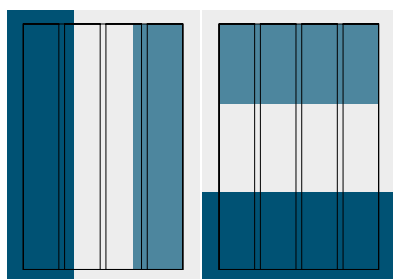
**Bleed Size:**  
portrait: 102 x 297 mm  
landscape: 210 x 147 mm



**Juniorpage**

**Type Area:**  
137 x 190 mm

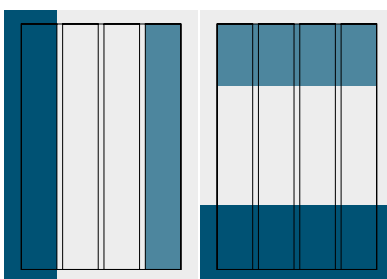
**Bleed Size:**  
147 x 209 mm



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

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

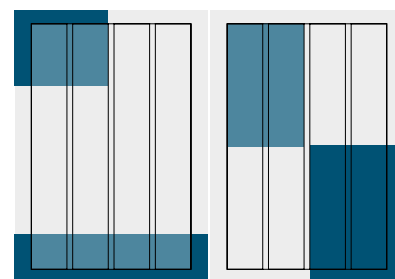
**Bleed Size:**  
portrait: 70 x 297 mm  
landscape: 210 x 104 mm



**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/m<sup>2</sup>

## 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 [claudia.vogel@wiley.com](mailto:claudia.vogel@wiley.com)



Wiley-VCH GmbH  
FAO: Claudia Vogel  
Boschstrasse 12  
69469 Weinheim, Germany  
Tel.: +49 (0) 6201 606 758  
Fax: +49 (0) 6201 606 790



# inspect international – We reach everyone!

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

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.



2 times  
per year  
in english  
language

	inspect intern. 1	inspect intern. 2
Publication date	21.04.2021	29.09.2021
Advertising deadline	01.04.2021	07.09.2021
Editorial deadline	19.02.2021	10.08.2021



# 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	

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

Country/Region	%
Germany	32.4 %
United Kingdom	14.5 %
Italy	7.1 %
Benelux	6.9 %
France	5.9 %
USA	5.7 %
Spain	4.9 %
East Europe	4.6 %
Eastern Mediterranean	4.6 %
Scandinavia	3.4 %
Austria	4.6 %
Switzerland	3.7 %
Others	1.7 %

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

(Basis: Shipping data 2019/2020)

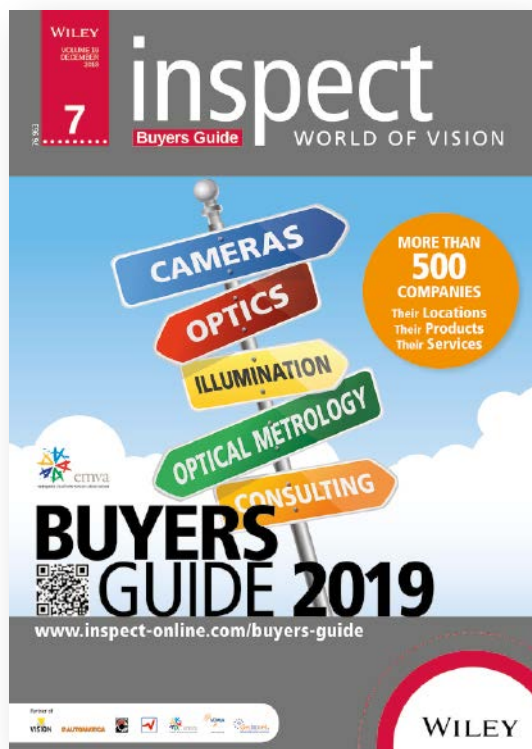
Position	%
Corporate Management	35.7 %
Branch-, Plant Management	29.8 %
Business Unit-, Department-, Project Management	10.2 %
Specialists	23.1 %
Other	1.2 %

### Breakdown of recipients according to industry

Position/Aufgabenbereich????????????????	%
Electronics, Precision Engineering, Optics	27.2 %
Mechanical Engineering	26.9 %
Automotive	21.5 %
Other manufacturing industry	15.1 %
Pharma, Chemie & Cosmetics????????????????	8.0 %
Others	1.3 %



## inspect Buyer's Guide 2021



## 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.inspect-online.com/buyers-guide](http://www.inspect-online.com/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 7/21; 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

← 1/1 Page Company Profile

↓ 1/2 Page Company Profile

	Company Profile	Company Entry + Logo	Company Entry + Logo + Picture
1/6 Page Print & Online	–	€ 555	€ 1,110
1/32 Seite Print & Online	free of charge	–	–

input via [inspect-online.com](http://inspect-online.com)

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. →

← 1/4 Seite Showcase



The most important information first: With our new digital format – the E-Special – you reach about 8,000 recipients via social media and the WIN – WILEY INDUSTRY NEWS, the joint portal of the trade magazines messtec drives Automation and inspect and PhotonicsViews.

\* 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 > 50 percent.

Advertising format	Price €
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

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.

WILEY





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](http://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 5 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 €**



Wiley Industry News

# WIN NEWS

[www.WileyIndustryNews.com](http://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 will provide readers with industry news. 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.

## 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	€ 1,040 / month, run of site*
Medium Rectangle	300 x 250 Pixel	€ 1,270 / month, run of site*
Wide Skyscraper**	160 x 600 Pixel	€ 1,250 / 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:** 2 weeks prominent as a Top Feature Story. Additionally, your highlight remains for a total of six months in the portal's database

**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 € 910 / 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 € 920 / 6 months

See next page for technical specifications

The screenshot displays the Wiley Industry News website 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 side, there are vertical banners for 'stayathome lesen Sie online' and 'micro SITE'. At the bottom, there are more articles and a 'Maximize Your Supply Chain Savings' banner. A 'Medium Rectangle' callout points to a specific advertisement.

Desktop



# 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 international 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	€ 860
Medium Rectangle	300 x 250 Pixel	€ 1,050
Feature Newsletter	1 rectangle image, 2,000 characters, Image format: JPG, PNG	€ 1,035
<b>Combo offer:</b>		
Feature on website + newsletter		€ 2,060

## 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.

Embedding of Youtube- or Vimeo-Videos is possible.

Medium Rectangle  
€ 1,050

Full Banner  
€ 860

Feature  
€ 1,035

The screenshot displays the Wiley Industry News newsletter layout. At the top, it says 'Wiley Industry News WIN NEWS'. Below this is the 'Newsletter 19 2020' header with a small profile picture of Andreas Grösslein. The main content area includes a letter to the reader about virtual trade fairs, a 'Top-Thema' section about vision software, and a 'Feature' section about a vision system. A large banner for 'Wiley Industry Days WIN DAYS 16.-19. November 2020' is prominently displayed. A blue callout bubble on the right side of the newsletter preview states: 'Exclusive access to your customers Single Sponsored Newsletter 4,615 €'.



# Newsletter Dates

## Regular Newsletter (WIN Ger)

Month	CW	Date
January	2	14.01.21
	3	21.01.21
	4	28.01.21
February	5	04.02.21
	6	11.02.21
	7	18.02.21
March	8	25.02.21
	9	04.03.21
	10	11.03.21
April	11	18.03.21
	12	25.03.21
	13	01.04.21
May	14	08.04.21
	15	15.04.21
	16	22.04.21
June	17	29.04.21
	18	06.05.21
	19	12.05.21
July	20	20.05.21
	21	27.05.21
	22	02.06.21
August	23	09.06.21
	24	16.06.21
	25	23.06.21

Month	CW	Date
July	26	01.07.21
	27	08.07.21
	28	15.07.21
August	29	22.07.21
	30	29.07.21
	31	05.08.21
September	32	12.08.21
	33	19.08.21
	34	26.08.21
October	35	02.09.21
	36	09.09.21
	37	16.09.21
November	38	23.09.21
	39	30.09.21
	40	07.10.21
December	41	14.10.21
	42	21.10.21
	43	28.10.21
January	44	04.11.21
	45	11.11.21
	46	18.11.21
February	47	25.11.21
	48	02.12.21
	49	09.12.21
March	50	16.12.21

## International Newsletter (WIN Engl.)

Month	CW	Date
January	2	14.01.21
	4	28.01.21
	6	11.02.21
February	8	25.02.21
	10	11.03.21
	12	25.03.21
March	14	08.04.21
	16	22.04.21
	18	06.05.21
April	20	20.05.21
	22	02.06.21
	24	17.06.21

Month	CW	Date
July	26	01.07.21
	28	15.07.21
	30	29.07.21
August	32	12.08.21
	34	26.08.21
	36	09.09.21
September	38	23.09.21
	40	07.10.21
	42	21.10.21
October	44	04.11.21
	46	18.11.21
	48	02.12.21
November	50	16.12.21

### Wiley Industry News WIN NEWS

#### Newsletter 19 2020



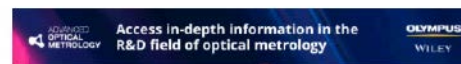
Dear Readers,

The new date has been set: Messe Stuttgart will stage the next Vision, the world's leading trade fair for machine vision, from 5 to 7 October 2021. The trade fair organizer is therefore complying with the request by the polled exhibitors and visitors who voted in an extensive survey by a clear majority for an attendance event next year. The new date in the odd trade fair year in parallel with Motek will be retained in the long term. [Here you can read more about it.](#)

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.



# GIT Special Edition PRO-4-PRO

**New!**  
Now with  
Company Profiles



**Combine!**  
Print + Online

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.

1/2 Seite Firmenprofil



1/1 Seite Firmenprofil



## Dates

Publication date	09.08.2021
Advertising deadline	19.07.2021
Editorial deadline	21.06.2021

## Advertorial Examples

2/1 page Advertorial



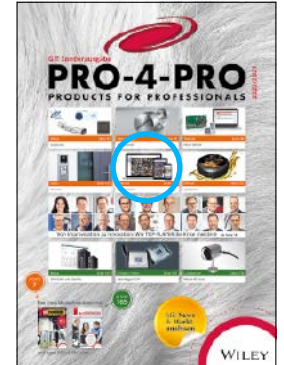
1/1 page Advertorial



Inner cover + picture at contents (see blue circle)



Partial Title (see blue 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

**Labor- und Biotechnik**

Produkte aus den Bereichen Analytik, Mikroskopie, Laborbedarf, Laborgeräte, Laboreinrichtung und LIMS/Labor IT.

**Prozesstechnik**

Produkte aus den Bereichen Anlagen und Komponenten, Verfahrenstechnik, Prozessautomatisierung, Pumpen, Drucklufttechnik und Betriebstechnik.

**Messen, Regeln und Automatisieren**

Produkte aus den Bereichen Antriebstechnik, Automatisierung, Messtechnik, Bildverarbeitung, Industrie-PC und Sensorik.

**Sicherheit**

Produkte aus den Bereichen Brandschutz, Videosicherheit, Zutrittsregelung, Einbruchschutz, sichere Automatisierung, Arbeitsschutz und IT Security.

**Healthcare**

Produkte aus den Bereichen Medizintechnik, Pharma, Klinik-IT, Hygiene, Einrichtung und Labordiagnostik.

**Lebensmittelindustrie**

Produkte aus den Bereichen Logistik, Verpackungstechnik, Anlagenbau, Betriebstechnik, Fooddesign und Automatisierung.

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.

Messen, Regeln und Automatisieren

**Automatisierung**

Stellen Sie sich vor: Sie haben ein Produkt, das die Produktion von Bauteilen automatisiert. Das ist ein Produkt, das die Produktion von Bauteilen automatisiert. Das ist ein Produkt, das die Produktion von Bauteilen automatisiert.

**Antriebstechnik**

Die Bauteile, die die Produktion von Bauteilen automatisiert. Das ist ein Produkt, das die Produktion von Bauteilen automatisiert. Das ist ein Produkt, das die Produktion von Bauteilen automatisiert.

**Bildverarbeitung / Optische Messtechnik**

Die Bauteile, die die Produktion von Bauteilen automatisiert. Das ist ein Produkt, das die Produktion von Bauteilen automatisiert. Das ist ein Produkt, das die Produktion von Bauteilen automatisiert.

**Messtechnik**

Die Bauteile, die die Produktion von Bauteilen automatisiert. Das ist ein Produkt, das die Produktion von Bauteilen automatisiert. Das ist ein Produkt, das die Produktion von Bauteilen automatisiert.

**Sensorik**

Die Bauteile, die die Produktion von Bauteilen automatisiert. Das ist ein Produkt, das die Produktion von Bauteilen automatisiert. Das ist ein Produkt, das die Produktion von Bauteilen automatisiert.

**Industrie-PC**

Die Bauteile, die die Produktion von Bauteilen automatisiert. Das ist ein Produkt, das die Produktion von Bauteilen automatisiert. Das ist ein Produkt, das die Produktion von Bauteilen automatisiert.

Messen, Regeln und Automatisieren + Antriebstechnik

**SPS IPC Drive 2014**

normal, druck, schmal und kompakt

**Chassis**

Lösungen für Schmalformat

**FGI 40**

industrieller Laptop-Schäler

**Gekapselte Multilayerplatten**

**bioMOS 5000-Regelkonzept**

Regelungstechnik

**MILS**

Kompakte Schmelzschneider mit industrieller Steuerung

**Inkrementaler Looper-Drehgeber**

Einzigartiges Modell für die Drehgeber- und Winkelgeber-Produktion. Das ist ein Produkt, das die Produktion von Bauteilen automatisiert. Das ist ein Produkt, das die Produktion von Bauteilen automatisiert.

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	140	260
Package deals	Runtime	12 Months / price €
Pro Package	4 Product presentations	1,740
Premium Package	8 Product presentations	3,220
Business Flat	all your product texts that you send us within 12 months	5,210

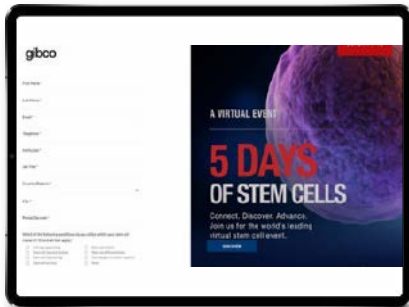


**PRO-4-PRO**  
PRODUCTS FOR PROFESSIONALS



# Content Marketing & Lead Generation

## WebSeminars



### Basic

WebSeminar package  
€ 8,750

### Premium

WebSeminar package  
€ 11,250

Showcase your expertise, improve your brand, and build credibility by sponsoring a WebSeminar. Connect with your relevant audiences in an online learning environment they depend on. We offer a wealth of opportunities to showcase your brand, build thought leadership, deliver training, and identify qualified customers. Our WebSeminars include live question-and-answer sessions before and after the main presentation. You gain invaluable data to aid your post-event marketing strategy.

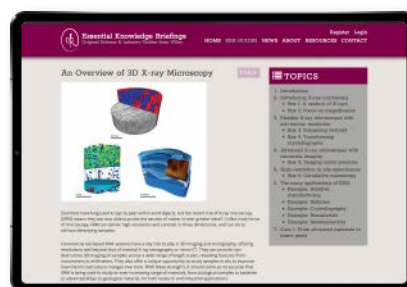
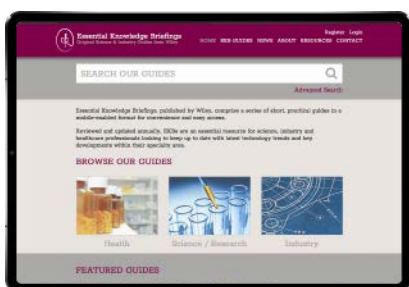
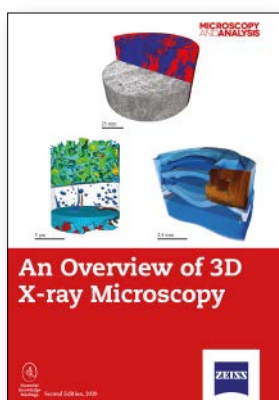
### We provide the following with each WebSeminar:

- Content support from our specialist editors
- Technical processing and hosting
- Direct interaction with participants during the live Q&A-session
- Generation of qualified leads (GDPR-compliant)
- Brand awareness through a tailor-made marketing package
- Registration and attendance tracking

## Essential Knowledge Briefings (EKBs)

Wiley's Essential Knowledge Briefings (EKBs) deliver a concise overview of the most crucial current issues to professionals in specialized science and medical fields. Deliver your messages rapidly through a series of short, practical guides in a mobile-enabled format for convenience and easy access.

You choose the topic – we take care of the graphic and content design and offer you the right platform at [www.essentialknowledgebriefings.com](http://www.essentialknowledgebriefings.com) to generate qualified leads.



A tailor-made marketing package guarantees high visibility in your target group.

From € 15,400

WILEY



# General Terms and Conditions for Advertisements, Supplements, Digital Advertising

1. These General Terms and Conditions shall apply to all contracts (hereinafter referred to as "orders") relating to the publication of one or several adverts of one advertiser (hereinafter: "client") in the magazines of Wiley-VCH GmbH (hereinafter: "publisher") for the purpose of dissemination and relating to the placement of online advertising on the publisher's websites. They shall also apply to orders for third-party supplements in the magazines published by the publisher. The client acknowledges these General Terms and Conditions upon placing an order.

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

3. The following shall apply to clients wishing to place more than one advert: The discounts shown in the advert price list are only granted for advertisers' adverts which appear in a printed product within one year. The timescale begins on the date of appearance of the first advert, unless a different start date has been agreed in writing upon signing of the contract. The size of discount is based on volume. If, within a year, fewer adverts are taken than originally agreed, the publisher shall be entitled to re-calculate the discount based on the difference between the actual and guaranteed number taken.

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

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

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

7. Adverts and online advertising not directly recognizable as adverts because of their editorial layout will be clearly marked with the word "Advert" by the publisher.

8. The publisher reserves the right to reject advert orders – including individual adverts under a blanket contract – or orders for inserts, on grounds of content, origin or technical format, under its own standard and factually justified principles if the content of such orders contravenes legal or regulatory stipulations or if their publication is unacceptable for the publisher. This applies to orders submitted to branch offices, receiving agencies or representatives. Orders for inserts are only binding for the publisher once the insert template has been submitted and approved. Inserts which, due to the format or appearance, may appear to the reader to be part of the newspaper or magazine, or which contain third-party adverts, shall not be accepted. Rejection of an order shall be communicated to the client without delay. In such cases, the publisher reserves the right to request repayment of any discounts granted.

9. The client is responsible for punctual delivery of proper ready-to-print material or supplements or for punctual delivery of materials required for online advertising. In the case of digital ready-to-print material the client undertakes to deliver proper artwork, complying in particular with the format or the technical specifications of the publisher, punctually for the print material deadline. The publisher shall request replacement for recognizably inaccurate or damaged printing material without delay. The publisher guarantees print quality customary to that of the title concerned within the scope of the possibilities of the printing material. Before a digital transmission of artwork, the client is responsible for ensuring by means of suitable technical measures that the transmitted files are free of any computer viruses. Should the publisher discover computer viruses in a file transmitted by e-mail, said file will be deleted immediately without the possibility of the client making any related claims.

10. Discernibly unsuitable or damaged ready-to-print material and/or advertising material is to be replaced by the client immediately when requested to do so by the publisher. The cost of producing ordered ready-to-print material and/or of producing ordered advertising material as well as of substantial alterations to originally agreed versions that are requested by the client and for which the latter is responsible due to the technical quality of the ready-to-print material and/or advertising material supplied will be borne by the client. Should any deficiencies in the ready-to-print material and/or advertising material not be immediately discernible during the review process, but only become discernible in the printing operation and/or upon insertion, the client is not entitled to raise any claims on account of an inadequate printout and/or poor insertion.

11. Print documents will only be sent to the client if specifically requested. The obligation of safekeeping ends three months after expiry of contract.

12. In the case of audio and/or video linked advertising (e.g. banners that cause a pop-up window to open when clicked on, in which audio and/or video content is reproduced) the client is responsible for ensuring that the necessary approvals from GEMA [society for musical performing and mechanical reproduction rights in Germany] or other copyright associations and/or owners have been obtained.

13. The client shall be entitled to a reduction in payment or a corrected replacement advert in cases of fully or partly illegible, incorrect or incomplete printing of adverts, but only to the extent that the purpose of the advert is affected. This shall be excluded if the defect results from incorrect ready-to-print material (see clause 10 above). Should the publisher allow the timeframe given to him to elapse or should the replacement advert still be incorrect, the

client shall be entitled to a reduction in payment or cancellation of the contract. Complaints – except if defects are not obvious – must be asserted within four weeks from receipt of invoice and proof.

14. (1) The client's claims for damages shall be excluded unless provided for otherwise herein-after. This exclusion of liability shall also apply in favour of the publisher's legal representatives and vicarious agents in the event that the client asserts claims against them.

(2) Claims for damages on account of death, injuries or adverse health effects as well as claims for damages caused by a violation of essential contractual obligations shall be exempt from the liability exclusion in paragraph 1. Essential contractual obligations shall mean obligations, the fulfilment of which is necessary in order to achieve the objectives of the contract, Liability for damages caused by intentional or grossly negligent breaches of obligations on the part of the publisher, his legal representatives or vicarious agents shall also be exempt from the liability exclusion.

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

15. Sample print-outs will only be provided where specifically requested. The client shall be responsible for the correctness of the returned samples. The publisher shall observe all error corrections made known to it within the period specified upon sending the sample. Should the client fail to return within the specified period a sample sent on time by the publisher, approval for print shall be deemed to have been given.

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

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

18. The client avouches that he is entitled to set the hyperlinks connected to the online advertising. The client furthermore affirms that he will abide by the applicable data privacy legislation – in particular of the Federal and the Teleservices Data Protection Act – and also impose such a responsibility on their employees. Should the client use special techniques such as cookies or tracking pixels to obtain or collect data from the insertion of advertising material in the online offering of the publisher, the client also affirms that they will abide by the precepts of the German Telemedia Act (TMG) and/or of the Interstate Broadcasting Treaty (RfStV) as well as the Federal Data Protection Act (BDSG) in the collection, processing and use of personal data.

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

20. In the event of a delay or deferral in payment, interest and recovery costs shall be added to the amount due. In the case of payment delay, the publisher may withhold further publication under the order concerned until payment is made and demand advance payments for the remaining adverts. Where there is established doubt over the client's ability to pay, the publisher shall be entitled, even during the duration of an advertising contract, to make the publication of further adverts dependent on the prepayment of the sum due and the settlement of outstanding invoices, regardless of the payment terms originally agreed.

21. The publisher shall provide, a copy of the advert along with the invoice. Depending on the type and scope of advertising contract, advert extracts, record pages or full record numbers will be provided. If a record can no longer be created, it will be replaced with a legally binding certification from the publisher of the publication and distribution of the advert.

22. In the event of a reduction in circulation, a price reduction may be claimed for contracts for a series of adverts if, in the overall average of the insertion year of the first advert, the average circulation stated in the price list or stated any other way or, if a circulation figure is not given, the average number of issues sold (for trade magazines, where appropriate, the average actual distribution) in the previous calendar year is not exceeded. A reduction in circulation is only deemed as a deficiency eligible for a price reduction if it amounts to

- 20% for circulation of up to 50,000 copies
- 15% for circulation of up to 100,000 copies
- 10% for circulation of up to 500,000 copies
- 5% for circulation of up to 500,000 copies.

In addition, claims for price reductions are excluded for contracts if the publisher has given the client sufficient notice of the reduction in circulation for the client to be able to cancel the contract before publication of the adverts.

23. The publisher shall not be responsible for any delays in performance caused by unforeseeable events which the publisher cannot influence (such as strikes, lock-outs, disruption of operations, etc.). After the cessation of such events, the publisher may either publish adverts in the next possible issue of the printed work or online advertising medium, or withdraw from the contract – entirely or in part. In this context, the client shall not be entitled to claim damages.

24. The place of performance and exclusive place of jurisdiction for all disputes shall – to the extent permitted by law – be the publisher's headquarters, at present Weinheim, Germany.

25. The legal code of the Federal Republic of Germany shall be applicable under exclusion of the United Nations Convention on Contracts for the International Sale of Goods.



# Contact

inspect – WORLD OF VISION · Boschstrasse 12 · 69469 Weinheim · Teamfax: +49 (0) 6201 606 791 · Team-E-Mail: [inspect@wiley.com](mailto:inspect@wiley.com)

## Editorial



Anke Grytzka-Weinhold, M.A.  
Product Manager  
Tel.: +49 (0) 6201 606 456  
[anke.grytzka@wiley.com](mailto:anke.grytzka@wiley.com)



David Löh  
Editor in Chief  
Tel.: +49 (0) 6201 606 771  
[david.loeh@wiley.com](mailto:david.loeh@wiley.com)



Andreas Grösslein  
Online | IPC  
Tel.: +49 (0) 6201 606 718  
[andreas.groesslein@wiley.com](mailto:andreas.groesslein@wiley.com)



Bettina Schmidt  
Assistant  
Tel.: +49 (0) 6201 606 750  
[bettina.schmidt@wiley.com](mailto:bettina.schmidt@wiley.com)

## Verkauf



Sonja Schleif  
Editorial Frankfurt  
Tel.: +49 (0) 69 40951741  
[sonja.schleif@2beecomm.de](mailto:sonja.schleif@2beecomm.de)



Jörg Wüllner  
Commercial Manager  
Tel.: +49 (0) 6201 606 748  
[jwuellner@wiley.com](mailto:jwuellner@wiley.com)



Dr. Stefanie Krauth  
Media Consultant  
Tel.: +49 (0) 6201 606 728  
[stefanie.krauth@wiley.com](mailto:stefanie.krauth@wiley.com)



Claudia Vogel  
Order Management  
Tel.: +49 (0) 6201 606 758  
[claudia.vogel@wiley.com](mailto:claudia.vogel@wiley.com)

## Sales Representatives



Martin Fettig  
Tel.: +49 (0) 721 145080-44  
[m.fettig@das-medienquartier.de](mailto:m.fettig@das-medienquartier.de)



Dr. Michael Leising  
Tel. +49 (0) 3603 89 42 800  
[leising@leising-marketing.de](mailto:leising@leising-marketing.de)



Claudia Müssigbrodt  
Tel.: +49 (0) 89 43749678  
[claudia.muessigbrodt@t-online.de](mailto:claudia.muessigbrodt@t-online.de)



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**Contact:**

Publisher:  
Wiley-VCH GmbH  
Boschstrasse 12  
69469 Weinheim

Tel.: +49 (0) 6201 606 0  
Fax: +49 (0) 6201 606 791  
E-Mail: [inspect@wiley.com](mailto:inspect@wiley.com)  
Internet: [www.inspect-online.com](http://www.inspect-online.com)  
[www.wiley-vch.de](http://www.wiley-vch.de)  
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