

Media Guide

2021
REFRESH YOUR MARKETING
PhotonicsViews
www.photonicsviews.com



WILEY

PhotonicsViews

Short description

PhotonicsViews is the European trade magazine for optical technologies. It emerged from the two journals Laser Technik Journal (15 years) and Optik & Photonik (13 years), which have appeared in international editions since 2015 and shared the online portal www.photonicsviews.com. Target group are the decision makers for investments in laser, optics and photonics, users and developers from industry and research as well as management personnel and buyers. The magazine reports every two months on photonic systems and components, their functions, their production and, above all, their application, especially those of industrial laser technology. In addition to technical innovations and highlights from research and development, business news from optics, photonics, laser and medical technology, equipment engineering, and tool making will also be featured.

Each issue contains technical articles and application reports on selected key topics. Industrial machine vision, optical metrology, light & laser sources, and photonic or optical components are regular topics. Company news, trend topics and market overviews, product information, trade fair pre- and reviews, and interviews and portraits round off the top-class editorial offering.

With the background of the leading scientific publisher Wiley and its portfolio, PhotonicsViews is the platform for high-quality and referenceable publications in the B2B sector, and a partner of expert conferences such as the AKL Congress or the Stuttgart Laser Technology Forum SLT.

As part of a media partnership, the member companies of the European Photonics Industry Consortium EPIC belong to the permanent readership of PhotonicsViews.

Overview

Publication Frequency
6 times a year

Volume
Volume 18, 2021

Print Run
10,000

Commercial Manager
Jörg Wüllner

Senior Account Manager
Anne Anders

Editorial
Dr. Oliver Dreissigacker

Annual Subscription
 Print: € 454,-
 Online: € 454,-
 Print + Online: € 569,-
 Single Issue: € 101,-
 plus VAT

Subscription
WileyGIT@vuserice.de

Journal Format
DIN A4, 210 x 297 mm

Content

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Prices & Formats

Advertisements	width / height (mm)	Price €
1/1 Page	185 x 260	5,760
Juniorpage	137 x 190	4,120
1/2 Page portrait	90 x 260	3,760
1/2 Page landscape	185 x 128	3,760
1/3 Page portrait	58 x 260	2,920
1/3 Page landscape	185 x 85	2,920
1/4 Page classic	90 x 128	2,480
1/4 Page portrait	43 x 260	2,480
1/4 Page landscape	185 x 63	2,480
1/8 Page classic	90 x 63	1,995
1/8 Page landscape	185 x 30	1,995

Preferred positions

Front cover & caption 4c	185 x 145	6,560
Inside front cover, Outside back cover 4c		6,300

additional costs

Bleed (3 mm)	300
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Bound-Inserts	width / height (mm)	Price €
2-sheet A4*	210 x 297	4,560

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

Loose inserts	weight	Price €
per 1000	up to 25 g	350

Loose inserts with higher weight upon request

Discounts

for several ads within 12 months (year of insertion)

3 Advertisement	5%
6 Advertisement	10%
9 Advertisement	15%
12 Advertisement	20%

Jobs and opportunities ads are not eligible for discount

We grant combination discounts.

Requirements: At least three ads in two or more journals.

Min. Size 1/4 page DIN A4. Within 12 months (year of insertion).



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

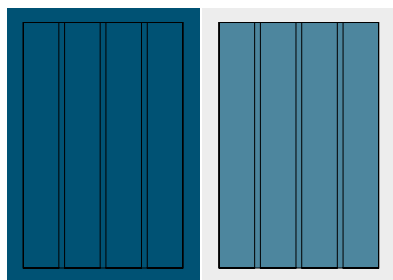
VAT-Id.No.: DE136766623

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.

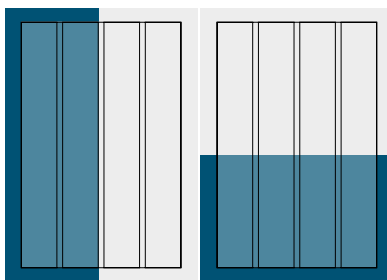
Formats



1/1 Pages
Type Area/Bleed Size

Type Area:
185 x 260 mm

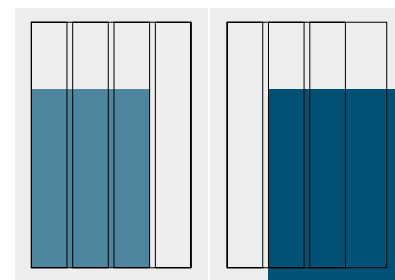
Bleed Size:
210 x 297 mm



1/2 Pages
Type Area/Bleed Size

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

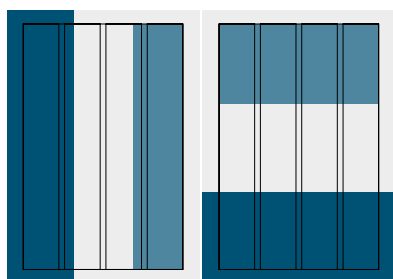
Bleed Size:
portrait: 102 x 297 mm
landscape: 210 x 147 mm



Juniorpage

Type Area:
137 x 190 mm

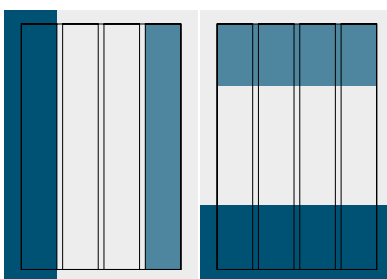
Bleed Size:
147 x 209 mm



1/3 Pages
Type Area/Bleed Size

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

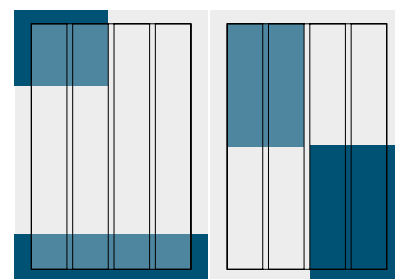
Bleed Size:
portrait: 70 x 297 mm
landscape: 210 x 104 mm



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.

Prices & Formats

Directory of products & suppliers

Each issue of PhotonicsViews includes a list of suppliers.

- A line is 45 mm wide and contains approx. 34 characters (a space counts as one character).
- Alterations and additions are possible for each issue.
- Entries are run until cancelled. Minimum booking is for one year.
- The booking is automatically extended by another year, if not cancelled.
- The list of suppliers is not eligible for agency commission.

All entries are additionally posted free of charge on www.pro-physik.de.

Example for premium entry

ZÜND
precision optics

Zünd precision Optics Ltd
Prismastr. 5
CH-9444 Diepoldsau
Tel. +41(0)71 737 74 00
Fax +41(0)71 737 74 10
info@zuendoptics.com
www.zuendoptics.com

Example for basic entry

Optics Balzers AG
Balzers, Liechtenstein
Phone +423 388 92 00
www.opticsbalzers.com

Premium Entry

Entry up to seven lines for company- and contact details and company logo up to 10 mm logo height, 4c Company logos are placed above the address	160
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Basic Entry

Basic entry up to four lines for company- and contact details	70
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Discounts

6 keywords or more	5 %
12 keywords or more	10 %
18 keywords or more	15 %
24 keywords or more	20 %

Technical Details

Journal format

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

Printing and binding

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

Colors

Euroscale

Delivery via e-mail:

sedam@wiley.com

Only the following file formats can be processed:

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

Unsecured files:

Photoshop
InDesign

Please note the following:

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

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

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

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

We accept all normal data media.

Delivery

via E-Mail sedam@wiley.com



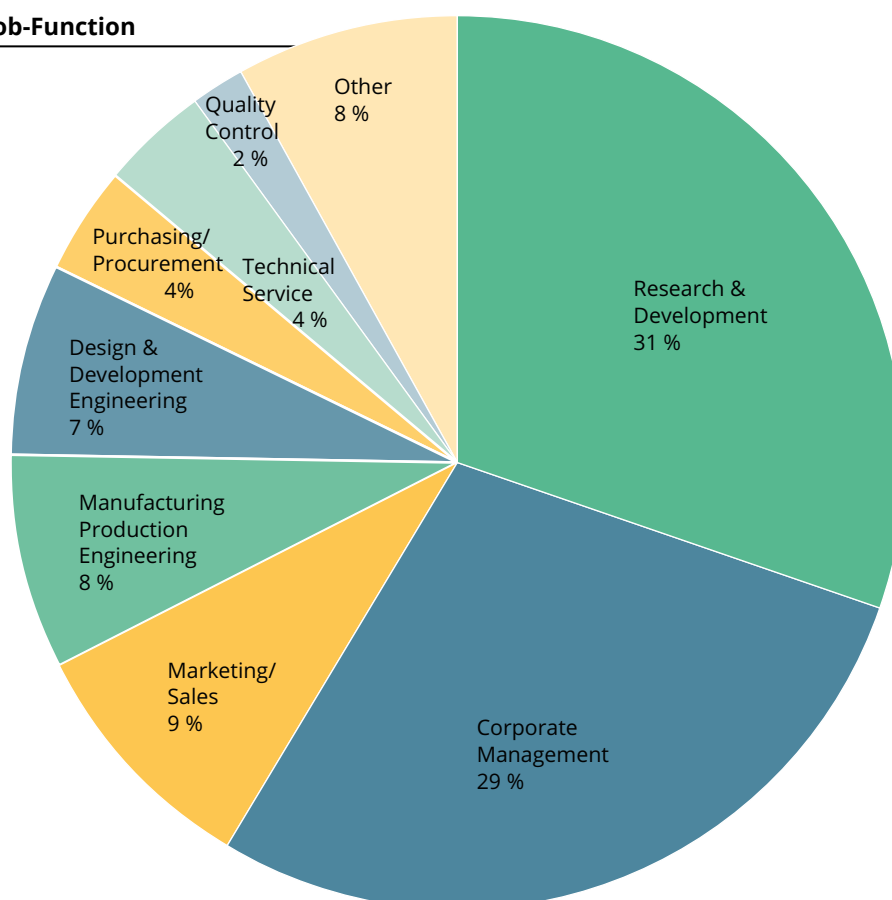
WILEY-VCH GmbH
Silvia Edam
Boschstraße 12
69469 Weinheim, Germany
Tel.: +49 (0) 6201 606-570
Fax: +49 (0) 6201 606-790

Analysis

Circulation Breakdown	%	Copies
GSA	61	6,105
International	38	3,895
Total circulation	100	10,000

Industry	%	Recipients
Optics/Precision Engineering	25.6	3,077
General Manufacturing	24.1	2,896
Scientific R&D	10.3	1,235
Industrial R&D	7	845
Electronics	5.6	669
Other	4.9	590
Medical Equipment	4.5	543
Semiconductor	3.2	382
Automotive	3.1	377
Consulting	2.4	286
Chemical	2	237
Aerospace	1.9	224
Government/Organizations	1.9	226
Printing	1.8	212
Military/Defense	1.7	201
Total	100	10,000

Job-Function



Dates & Contents

Issues	1 February	2 April	3 June	4 August	5 October	6 November
Publication date	18 February 2021	16 April 2021	18 June 2021	1 August 2021	1 October 2021	8 November 2021
Advertising deadline	18 January 2021	12 March 2021	14 May 2021	30 June 2021	31 August 2021	5 October 2021
Editorial deadline	8 December 2020	15 February 2021	16 April 2021	2 June 2021	4 August 2021	8 September 2021

			with Company Profiles	e-Special digital only		
Trade shows	W3+ Fair Wetzlar, Germany February 24–25	Control Stuttgart, Germany May 04–07	LASER PHOTONICS Munich, Germany June 21–24	SPIE Optics + Photonics San Diego, CA, USA August 01–05	EMO Milan, Italy October 04–09	COMPAMED Düsseldorf, Germany November 15–18
	SPIE Photonics West San Francisco, CA, USA March 06–11	T4M Stuttgart, Germany May 04–06	SEMICON West San Francisco, CA, USA July 13–15	DPG-Meetings Jena, Germany August 30–September 03 Kaiserslautern, Germany September 20–24	VISION Stuttgart, Germany October 05–07	MEDICA Düsseldorf, Germany November 15–18
	EuroBLECH Hanover, Germany March 09–12	Sensor + Test Nuremberg, Germany May 04–06		Berlin, Germany September 26–October 01	parts2clean Stuttgart, Germany October 05–07	productronica Munich, Germany November 16–19
	LEF 2021 Fürth, Germany March 16–17	RapidTech 3D Erfurt, Germany May 04–06		Schweissen & Schneiden Essen, Germany September 13–17	Motek Stuttgart, Germany October 05–08	formnext Frankfurt, Germany November 16–19
	SEMICON China Shanghai, China March 17–19	CLEO San Jose, CA, USA May 11–13		ECOC Bordeaux, France September 20–22	Fakuma Friedrichshafen, Germany October 12–16	SEMICON Europa Munich, Germany November 16–19
	LASER World of PHOTONICS CHINA Shanghai, China March 17–19	PIC International Brussels, Belgium 08–06 June		W3+ Fair Rheintal Dornbirn, Austria September 22–23	SPIE Optifab Rochester, NY, USA October 18–21	sps smart production solutions Nuremberg, Germany November 23–25
	Photonics. World of Lasers and Optics Moscow, Russia March 30–April 02	EPHJ Geneva, Switzerland June 08–11			Schweisstec Stuttgart, Germany October 26–29	
	Hannover Messe Hanover, Germany April 12–16	Intersolar Europe Munich, Germany June 09–11			Blechexpo Stuttgart, Germany October 26–29	
		glasstec Düsseldorf, Germany June 15–18				

Sections	Trends and Markets Interviews with top managers and leading researchers					
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Focus	Focus: Photonics West		Focus: Laser World of Photonics			
	<ul style="list-style-type: none"> · Biophotonics · Laser sources · Laser cutting and welding · Photonics in electronics manufacturing · Spectroscopy · Optical systems and components · Microsystems technology · Green photonics 	<ul style="list-style-type: none"> · Optical measurement and testing · Industrial machine vision: cameras, software, applications · Optical systems and components · Fibers and fiber optics · Electro-optics, silicon photonics, PICs · Additive manufacturing · Medical applications · Lasers in photovoltaics 	<ul style="list-style-type: none"> · Laser optics · Microscopy · Optical measurement and testing · Laser materials processing · Photonics in electronics manufacturing · Optical systems and components · 3D imaging · Terahertz technology and applications 	<ul style="list-style-type: none"> · Fibers and fiber optics · Laser cutting and welding · Optical systems and components · Microsystems technology · Optical communication · Laser materials processing (micro and macro) · Optics manufacturing · Industrial machine vision 	<ul style="list-style-type: none"> · Laser plastics processing · Optical systems and components · Laser cutting and welding · Beam forming / beam analysis · Trends in manufacturing · Laser marking and engraving · Laser systems infrastructure · Process control 	<ul style="list-style-type: none"> · Quantum technologies · Additive manufacturing · Medical applications · Electro-optics, silicon photonics, PICs · Photonics in electronics manufacturing · Industrial machine vision · Positioning systems · Light sources, illumination, OLED / LED

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 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 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. Reach your target group 24/7/365.

Scope of Service: Picture (850 x 566 px), 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 (1 dispatch) **€ 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

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 biweekly. 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 PhotonicsViews.

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 (per dispatch)

Date of Publication biweekly.

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
Combo offer:		
Feature on website + newsletter		€ 2,060

Medium Rectangle
€ 1,050

Full Banner
€ 860

Feature
€ 1,035

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.

Newsletter 19 2020

Liebe Leser,

haben Sie schon eine virtuelle Messe besucht und dort live gechattet, interaktive Produktinformationen angeschaut oder eine virtuelle Visitenkarte hinterlassen? Falls nicht und sie gerne wissen wollen, wie genau das alles funktioniert und welche Chancen ein solches Event bietet, schauen Sie sich unser neues Video dazu an. Darin erklärt Lisa Holland alles rund um die Wiley Industry Days - kurz WIN>DAYS, die Mitte November stattfinden. **Zu dem Video gelangen Sie hier.**

Viel Spaß beim Lesen wünscht

Andreas Grösslein
Editor / Webmaster B2B Technology

Top-Thema

Vision

Mit Spezial-Software Bauteile messen

15.09.2020 -

Opto Engineering hat Horus veröffentlicht, eine Windows-Desktop-Anwendung zur optischen Messung. Dabei handelt es sich um eine Software für die die Echtzeitmessung von Bauteilen. Das Interface sowie die Abläufe sind ähnlich wie bei...

Stimmen Sie für unsere neue 1,1" Objektserie mit Flüssiglinsen

Feature

Control

Das Vision-System im -Streichholzschachtel-Format

21.09.2020 -

Der Bedarf in der Industrie an komplexen, industriellen entwickelten Bildverarbeitungssystemen ist. Zugleich schwindet der Platz, diese in den Schaltschränken unterzubringen. Visions...

Exclusive access to your customers
Single Sponsored Newsletter 4,615 €

pro-physik.de

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

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

pro-physik.de users mainly come from industry, research institutes and universities. The portal is regularly used by over 40,000 experts (unique visitors) a month and records over 100,000 monthly page impressions.

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

The screenshot displays the pro-physik.de website interface. At the top, there's a navigation bar with links like 'NACHRICHTEN', 'ZEITSCHRIFTEN', 'STELLENANZEIGEN', 'PRODUKTE', 'ANBIETER', 'MULTIMEDIA', and 'VORANMELDUNGEN'. The main content area is divided into several sections: 'NACHRICHTEN' (News) with a featured article about a brilliant start for a new synchrotron source; 'LEADERBOARD' (Top stories) with a featured article about a young star; 'ZEITSCHRIFTEN' (Journals) with a featured article about the future of physics; 'STELLENANZEIGEN' (Job ads) with a featured article about a position at the DPG; 'SKYSCRAPER' (Product highlights) with a featured article about a new product; 'FULLSIZE BANNER' (Large banner) with a featured article about a new product; 'Top-Meldungen' (Top stories) with a featured article about a new product; 'Physik Journal Nachrichten' (Physics Journal News) with a featured article about a new product; 'Rezensionen' (Reviews) with a featured article about a new product; 'Produkte des Monats' (Products of the Month) with a featured article about a new product; 'Multimedia' with a featured article about a new product; and 'Meist gelesene Artikel' (Most read articles) with a featured article about a new product.

Product of the Month

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

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

And, thirdly, the product information features prominently in the corresponding monthly issue of Physik Journal (print run: 55,000).

Cost: € 1,845

WebSeminar

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

The publisher supplies: Technology, presenter, acquisition of participants, recording available for 6 months on pro-physik.de, contact details of participants.

Cost per WebSeminar: € 12,810

Content Ad

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

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

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

Cost/month € 1,485

Banner

Banner format	Price €/Month
Leaderboard (728 x 90 px)	1,250
Wide Skyscraper (160 x 600 px)	1,455
Rectangle (180 x 150 px)	1,190

Physik E-Newsletter

The physics e-newsletter is published weekly.

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

The e-newsletters pro-physik.de (10,000 recipients) and Physik Journal (17,000 recipients) are offered as a package with the weekly physics e-newsletter.

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

Banner format	Price/Month
Full Size Banner (468 x 60 px)	€ 1,100

Benefit from 200 years of experience, a proven brand and reliable content. Use our unique scientific and industrial network!

Engage with the research community



Deliver your marketing message with an exclusive advertisement on a cover page added to each article viewed from the Wiley journal of your choice. This exclusive position gives your company high visibility and enables targeted marketing through geo-targeting options.

Benefits:

- Premium exclusive positions on highly visited article pages of renowned Wiley journals
- High visibility through a large display format: 1237 x 1631 pixels
- Click rates of 3.5% on average
- Success is easily measured by ePDF title views, ad clicks and click-through rates
- Geo-targeting is available

Technical specifications & data delivery:

- Format: 1237 x 1631 pixel (150 dpi)
- File format: static jpg
- File size: max. 1MB
- No 3rd party tags or impression trackers
- Data delivery at least 5 working days before the campaign starts

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 web-sites. 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 he 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.

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