

WILEY-VCH



2023 Media Guide

Angewandte Chemie

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Over 1 million monthly visits on Wiley Online Library and 2 million monthly page views

Excellent impact factor of 16,823 (2021)

Angewandte Chemie

Description

Angewandte Chemie, with its excellent Impact Factor of 16.823 (2021), has strengthened its leading position among the general chemistry journals. It appears weekly in a highly optimized, reader-friendly format; new articles appear online almost every day. It is one of the premier chemistry journals in the world, with an Impact Factor higher than those of comparable journals. Moreover, it is the only journal in the field delivering a stimulating mixture of Review Articles, Highlights, Research Articles, Communications, Viewpoint Articles, and Scientific Perspectives. The Reviews and Minireviews summarize important recent research across all branches of chemistry, point to unresolved problems, and discuss possible developments. The Highlights provide concise evaluations of current trends in chemical research. The Communications and Research Articles are critically selected and report on the latest research results, making the journal indispensable to the chemist who wants to stay well informed.



Angewandte Chemie is a journal of the Gesellschaft Deutscher Chemiker (GDCh), the largest chemistry-related scientific society in continental Europe.

More details about the Scientific Advisory Committee and the International Advisory Board are available here:

https://onlinelibrary.wiley.com/page/journal/15213757/homepage/2001_edbd.html

Overview

Publication Frequency
52 x per year/edition

Volume
135. German Edition
62. International Edition

Commercial Manager Sciences
Vanessa Winde

Account Manager
Stefan Schwartze
Hagen Reichhoff

Subscription Rate (print and online)
€ 13,691

ISSN
0044-8249
German Edition print
1521-3757
German Edition online
1433-7851
International Edition print
1521-3773
International Edition online

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Dates & Contents

Issues	1	2	3	4	5	6
Publishing date	2 January 2023	9 January 2023	16 January 2023	23 January 2023	27 January 2023	1 February 2023
Advertising deadline	9 December 2022	15 December 2022	21 December 2022	29 December 2022	4 January 2023	10 January 2023

Trade Shows/ Conferences						
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Topics	Biotechnology	Crystal Engineering	Coordination Chemistry	Organocatalysis	Drug Delivery	Peptides
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Issues	7	8	9	10	11	12
Publishing date	6 February 2023	13 February 2023	20 February 2023	1 March 2023	6 March 2023	13 March 2023
Advertising deadline	17 January 2023	20 January 2023	27 January 2023	7 February 2023	9 February 2023	17 February 2023

Trade Shows/ Conferences				Chemie- dozententagung Dresden (Germany) March 13-15	ACS Spring Meeting Indianapolis (USA) March 26-30	
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Topics	Solid-State Chemistry	Organometallic Chemistry	Mass Spectrometry	Electrochemistry	Medicinal Chemistry	Carbohydrates
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Issues	13	14	15	16	17	18
Publishing date	20 March 2023	27 March 2023	3 April 2023	11 April 2023	17 April 2023	24 April 2023
Advertising deadline	24 February 2023	3 March 2023	10 March 2023	17 March 2023	22 March 2023	29 March 2023

Trade Shows/ Conferences			ANAKON Leipzig (Germany) April 11-14			Bürgenstock Brunnen (Schweiz) May 7-11
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Topics	Analytical Chemistry	Surface Chemistry	Industrial Chemistry	Natural Products	Aromaticity	Scanning Microscopy
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Issues	19	20	21	22	23	24
Publishing date	2 May 2023	08 May 2023	15 May 2023	22 May 2023	5 June 2023	12 June 2023
Advertising deadline	5 April 2023	14 April 2023	20 April 2023	26 April 2023	9 May 2023	16 May 2023

Trade Shows/ Conferences				Bunsentagung Berlin (Germany) June 5-7		
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Topics	Material Sciences	NMR Spectrometry	Organic Synthesis	Women in Chemistry	Nanotechnology	Heterogeneous Catalysis
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Issues	25	26	27	28	29	30
Publishing date	19 June 2023	26 June 2023	03 July 2023	10 July 2023	17 July 2023	24 July 2023
Advertising deadline	24 May 2023	1 June 2023	9 June 2023	16 June 2023	23 June 2023	30 June 2023

Trade Shows/ Conferences						
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Topics	Inorganic Chemistry	Polymer Chemistry	Green Chemistry	Spectroscopy	Asymmetric Catalysis	Organic Chemistry
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Dates & Contents

Issues	31	32	33	34	35	36
Publishing date	1 August 2023	7 August 2023	14 August 2023	21 August 2023	28 August 2023	4 September 2023
Advertising deadline	10 July 2023	17 July 2023	21 July 2023	28 July 2023	4 August 2023	11 August 2023

Trade Shows/ Conferences	ACS Fall Meeting San Francisco (USA) August 13-17					
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Topics	Nanostructures	Photochemistry	Heterocycles	Biochemistry	Pharmaceutical Chemistry	Industrial Chemistry
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Issues	37	38	39	40	41	42
Publishing date	11 September 2023	18 September 2023	25 September 2023	2 October 2023	09 October 2023	16 October 2023
Advertising deadline	18 August 2023	25 August 2023	1 September 2023	8 September 2023	15 September 2023	21 September 2023

Trade Shows/ Conferences		WiFo (Wissenschaftsforum) Leipzig (Germany) September 4-6				
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Topics	Homogenous Catalysis	Coordination Chemistry	Chemical Biology	Catalytic Oxidation	Main-Group Chemistry	Imaging
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Issues	43	44	45	46	47	48
Publishing date	23 October 2023	27 October 2023	6 November 2023	13 November 2023	20 November 2023	27 November 2023
Advertising deadline	28 September 2023	05 October 2023	12 October 2023	19 October 2023	26 October 2023	3 November 2023

Trade Shows/ Conferences						
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Topics	Polymer Chemistry	Sustainable Chemistry	Surface Chemistry	Green Chemistry	Theoretical Chemistry	Chirality
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Issues	49	50	51	52
Publishing date	4 December 2023	11 December 2023	18 December 2023	22 December 2023
Advertising deadline	10 November 2023	17 November 2023	24 November 2023	30 November 2023

Trade Shows/ Conferences				
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Topics	Fluorescence Spectroscopy	Therapeutics	Bioorganic Chemistry	Supramolecular Chemistry
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Prices & Formats

Advertisements	width / height (mm)	Price € 4c
1/1 Page	180 x 260	5,785
Juniorpage	135 x 175	4,470
1/2 Page portrait	90 x 260	4,010
1/2 Page landscape	180 x 128	4,010
1/3 Page portrait	59 x 260	2,315
1/3 Page landscape	180 x 84	2,315
1/4 Page classic	90 x 128	2,005
1/4 Page landscape	180 x 63	2,005
1/6 Page landscape	180 x 42	1,680
1/8 Page portrait	90 x 63	1,495
1/8 Page landscape	180 x 30	1,495

Rates for Classified Advertisements	Price € (b/w)
mm-rate per column (2 columns 90 mm width)	
Companies	10.00
Universities	8.70

Bound-in inserts	width / height (mm)	Price €
2-page A4	210 x 280	3,855
4-page A4	420 x 280	5,815

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

Loose inserts	weight	Price €
	up to 25 g	295

+ postage

Discounts

for several ads within 12 months (year of insertion)

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

Package discount upon request

All prices apply for 4 insertions and in 4 consecutive issues in **Angewandte Chemie German and International Edition**. Single rates upon request.

In addition, you will receive **50,000 Ad Impressions** for a period of 4 weeks on **Angewandte Chemie Wiley Online Library**

Terms of Payment:
Payment within 30 days without deduction.

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

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

All prices are subject to the statutory VAT.

The new price list comes into effect on 1 October 2022 and supersedes all previous price lists.

Technical Details

Trim Size

280 mm (H) x 210 mm (W)

Type area

260 mm (H) x 180 mm (W)

Number of columns: 4, column width 45 mm

Print and binding methods

Sheet offset, adhesive binding
Print profile: ISO Coated_v2 (eci)

Colours

Euro scale

Transmission by e-mail:

mradtke@wiley.com

Data format

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

Use of "open files"

If you send us programme-specific data formats, e.g. InDesign, QuarkXpress, CorelDraw, we cannot guarantee that the layout will not change upon printing (text, separations, line weight etc.).

Please observe the following points:

1. Embed all text or convert it into streams.
2. Use only CMYK colours.
3. With pixel-oriented data formats (colour/greyscale), we require a resolution of at least 250 dpi. Bitmap files (line) should have a resolution of at least 1200 dpi.

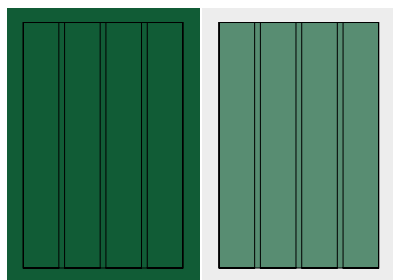
4. Do not compress JPG files too strongly, or this will lead to visible loss of image quality. Use the "maximum" or "high" quality gradings.

Transmission options

by e-mail to vch-adsales@wiley.com

WILEY-VCH GmbH
Ad Sales Department
Angewandte Chemie
Boschstrasse 12
69469 Weinheim, Germany
Tel.: +49 (0) 6201 606-557
Fax: +49 (0) 6201 606-550

Formats

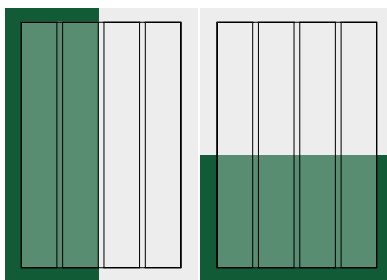


1/1 Pages
Type Area/Bleed Size

Type Area:
180 x 260 mm

Bleed Size:
210 x 280 mm
+ 3 mm Overlap on all sides

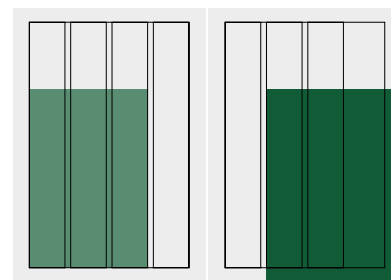
Final Size:
216 x 286 mm



1/2 Pages
Type Area/Bleed Size

Type Area:
portrait: 90 x 260 mm
landscape: 180 x 128 mm

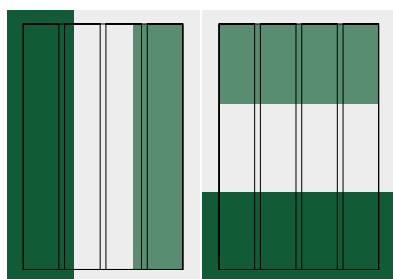
Bleed Size:
portrait: 110 x 280 mm
landscape: 210 x 158 mm



Juniorpage

Type Area:
135 x 175 mm

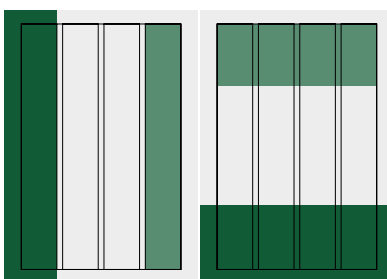
Bleed Size:
155 x 195 mm



1/3 Pages
Type Area/Bleed Size

Type Area:
portrait: 59 x 260 mm
landscape: 180 x 84 mm

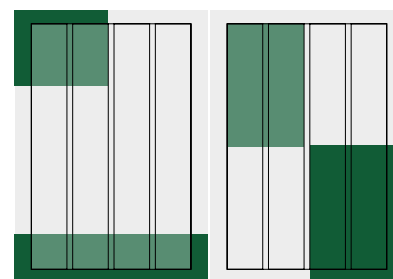
Bleed Size:
portrait: 79 x 280 mm
landscape: 210 x 104 mm



1/4 Pages
Type Area/Bleed Size

Type Area:
portrait: 90 x 128 mm
landscape: 180 x 63 mm

Bleed Size:
portrait: 110 x 158 mm
landscape: 210 x 83 mm



1/6 | 1/8
Pages Type Area/Bleed Size

Type Area:
landscape: 180 x 42 mm
Bleed Size:
classic: 210 x 62 mm

Type Area:
classic: 90 x 63 mm
landscape: 180 x 30 mm
Bleed Size:
classic: 110 x 83 mm
landscape: 210 x 50 mm

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

Digital Advertising

Angewandte Chemie on Wiley Online Library

Angewandte Chemie is one of the premier chemistry journal in the world (Impact Factor 2020: 15,336) and thus holds a leading position in electronic usage. It is published weekly in two editions with identical scientific content, one for the German-speaking and one for the international market. All articles are published online first, which means new articles practically appear each day. The most important and innovative research from all areas of chemistry is presented in a unique combination of review articles, highlights, research articles and short communications. **Angewandte Chemie** is indispensable reading for all chemists working in research and development, both in industry and in academia. All classic segments of chemistry (analytical, inorganic, organic and physical chemistry) are presented. Interdisciplinary research areas such as bio- and nanotechnology including micro-fluidics, catalysis and energy research, macro- and supramolecular chemistry, industrial and sustainable („green“) chemistry, materials sciences, bio- and chemo-informatics are covered, too.

E-mail service

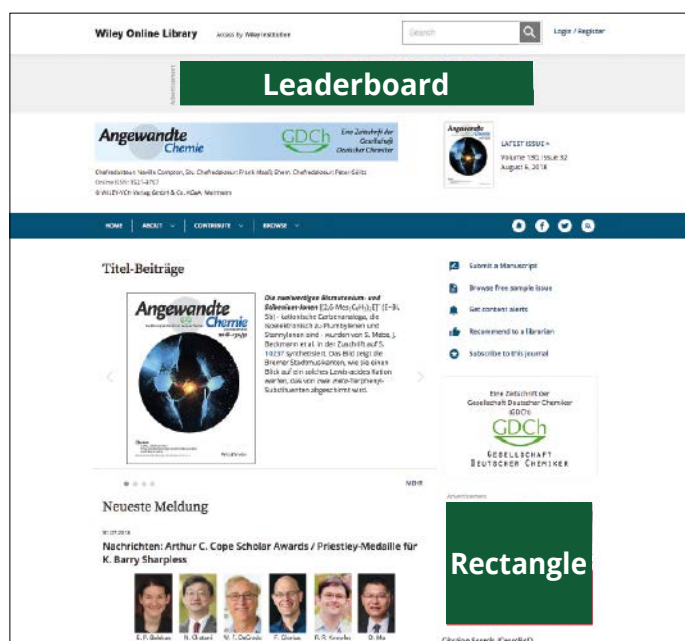
Angewandte Chemie provides its readers with an exclusive preview on forthcoming journal contents through the Content Alerting Service (eTOC alert). This covers the complete table of contents which is automatically e-mailed as soon as a new online issue is published. Furthermore all subscribers receive information on new articles through the EarlyViews (articles that just have been published online and yet to be allocated to a specific issue).

Total number of Content Alert subscribers (eTOC alerts) 16,000 (July 2022)

Advertising

Place your advertising message within the renowned environment of **Angewandte Chemie**. Additional options such as geo-targeting or frequency capping allow you to reach your audience with minor circulation waste.

Average number of Ad Impressions available per month: 4.6 million



Cost and Technical Details

Leaderboard 728 x 90 pixel	Price in € CPM
Angewandte global	69
Angewandte incl. geo-targeting	79
Rectangle 300 x 250 pixel	
Angewandte global	89
Angewandte incl. geo-targeting	99
Angewandte Content Alert (Cost per 1,000 subscribers)	410

Possible file format: Flash, JPEG, GIF, Third Party Tags

Max. file size: 200 kb

Landing page: please specify the exact URL to which the banner ad should link.
Exception Flash banners: please provide an additional banner ad (GIF or JPG) since not all systems support Flash.

Exception Content Alert: only static banner ads, no animated GIF and no Flash.

Please provide the requested files by e-mail to your media account who will take care of all further steps.

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- (g) **“Reprint Quotation”** means a document supplied to the Customer by Wiley which sets out the details of the quotation for Reprints.
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- (b) the Customer has the right to grant the licence to Wiley to use the Advertising as contemplated by these Terms;

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

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

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

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

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

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

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

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

Advertising and Reprint Production Terms and Conditions

PRICING

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

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

GENERAL TERMS

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