

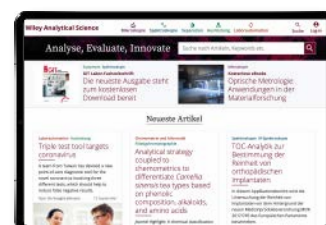
WILEY



2025 Media Guide

GIT Labor- Fachzeitschrift

Compelling solutions through
strategic partnerships



GIT Labor-Fachzeitschrift

Brief Profile

Our readers are your clients. Take advantage of our experience in the industry and our reach of 29,500 recipients (print magazine and ePaper) to draw attention to yourself. In order to reach your target group in the German-language laboratory market, we offer you different combinations to increase your visibility in the best possible way.

The authors who write for the GIT Labor-Fachzeitschrift work in laboratories and thus form the link between scientific and industrial research. This guarantees that the articles are the most current and of the highest quality. Easy to understand and practice-oriented professional pieces impart expert knowledge in all disciplines of laboratory analysis.

This makes us not only the communication organ to the scientific community but the direct interface between users and manufacturers. In addition to scientific articles and application notes, we present innovative new products and offer companies a platform to present their solutions for the laboratory market.

With the team of the GIT Labor-Fachzeitschrift, you have a competent partner at your side, who will support you in highlighting your expertise and drawing the greatest possible attention to your products and services. Supplemented by the content and qualified worldwide contacts of the renowned scientific publisher Wiley, we can offer you customized solutions, with which you can spread your message professionally and accurately.

Content

2	Brief Profile	10	Digital Issue
3	Our Topics and Formats	11	Wiley Analytical Science
4	Dates & Contents	14	Wiley Analytical Science Conference
5	Analysis	15	Move Beyond Advertising
6	Prices and Formats	16	General Terms & Conditions
7	Coverstory and Product Profile	18	Contact
8	Ad Formats	19	Publisher
9	Technical Details		

Overview

Publication Frequency

8 issues per year, including
2 digital-only issues

Volume

69th year 2025

Circulation

Ø 24,500 – for circulation
mix print/epaper per
quarter see iwv.de



Membership

IWV

Publishing Director

Steffen Ebert

Director of Sales, Science

Vanessa Winde

Editorial

Dr. Ralf Kempf,
Product Manager

Advertising

Administration

Kerstin Kunkel

Subscription

€ 119.60 (+ VAT)

Single Copy Rate

€ 17 (+ VAT)

Subscription for students 50% discount

ISSN

0016 3538

Format of the magazine

DIN A4

Our Topics and Formats

The issues of GIT Labor-Fachzeitschrift are dedicated to different main topics. The topics are prepared for you accordingly.

In portraits, interviews, and articles from research and industry, the latest developments in digital transformation in the lab, environmental, bioanalytic, medical and pharmaceutical research and other topics are presented.

On our website Wiley Analytical Science, you will find a wealth of high-quality content that provides further information and insights..

Additionally, we publish a special newsletter that focuses on the main topic of the print edition and alerts our readers to the release of new issues.

Beyond featuring start-ups, notable individuals, and new projects in our magazine section, our marketplace gives you a platform to showcase your latest products through application notes and product profiles.

Each issue also contains current products from a wide range of companies in the industry. Further information on advertising opportunities can be found on page 8.

Medical and Pharmaceutical Research	Analytics in Consumer Protection	Bioanalysis	Sustainability in the Lab
Diagnostics Drug Discovery Infection Research Cancer Research	Food Cosmetics Nanoparticles Trace Analysis Identification of Unknown Compounds	Analytical & Separation Methods Application in Diagnostics and Pharmaceuticals Bioprocessing Biotechnology Genomic, Proteomics, Lipidomics	Sustainable Lab Practices Devices and Equipment Research on Sustainable Materials Recycling

Battery and Energy Research	Environmental Research	Digital Transformation of the Lab	Analytic Trends: Methods and Equipment
Material Research Hydrogen Catalysts Chemical Analytics	Pesticides Microplastics PFAS Hormones Water	State of the Art Issues with Implementation Lab of the Future LIMS	Mass Spectrometry Spectroscopy Chromatography & Separation Methods Sample Preparation & Liquid Handling

Topics that span all columns: Chromatography & Separation Methods, Sample Preparation & Liquid Handling, Spectroscopy, Mass Spectrometry, Particle Measurement Technology, Temperature Control Technology, Vacuum Technology

Dates & Contents

Issues	Digital Issue			
	1 January February	2 March	3 April	4 May June
Publishing Date	29-Jan-25	12-Mar-25	23-Apr-25	11-Jun-25
Advertising Deadline	15-Jan-25	17-Feb-25	31-Mar-25	19-May-25
Editorial Deadline	27-Nov-24	15-Jan-25	26-Feb-25	16-Apr-25
TOPIC FOCUS	Analytics in Consumer Protection	Battery and Energy Research	Bioanalysis	Medical and Pharmaceutical Research
METHODS AND TECHNIQUES	Mass Spectrometry, Particle Measurement Technology, etc.	Chemical Analysis, Laser Processes, etc.	LC-MS, Temperature, Control Technology, etc.	Chromatography, Spectroscopy, etc.
FAIRS AND EXHIBITIONS		Wiley Analytical Science Conference March 2025		Future Labs Live Basel, Switzerland 27.-28.05.2025
Issue Alert covering the topic focus of the print issue	29-Jan-25	12-Mar-25	23-Apr-25	11-Jun-25

Issues	Digital Issue			
	5 July August	6 September	7 October	8 November
Publishing Date	16-Jul-25	10-Sep-25	22-Oct-25	10-Dez-25
Advertising Deadline	02-Jul-25	18-Aug-25	29-Sep-25	17-Nov-25
Editorial Deadline	21-May-25	16-Jul-25	27-Aug-25	15-Oct-25
TOPIC FOCUS	Sustainability in the Lab	Environmental Research	Digital Transformation of the Lab	Analytical Trends: Methods and Equipment
METHODS AND TECHNIQUES	Process Analytics and Quality Control	Sample Preparation, Liquid Handling, etc.	Automation Techniques, LIMS, etc.	Chromatography, Spectroscopy, Mass Spectrometry, etc.
FAIRS AND EXHIBITIONS		Wiley Analytical Science Conference September 2025	LIMS-Forum 28.-29. October 2025 Mainz	
Issue alert covering the topic focus of the print issue	16-Jul-25	10-Sep-25	22-Oct-25	10-Dez-25

Analysis

Circulation Breakdown



Copies per Issue	Copies
Circulation	24,458
Print run	15,000
ePaper	9,583
Sold circulation	829
Thereof foreign countries	1,233
Free copies	23,629
Archive, tradeshow, sample copies	120

Data according to IVW, for circulation mix print/epaper per quarter see ivw.de

Target Groups	%
Industrial R&D	32
Academic Research & Teaching	29
Production / Process Control	9
Purchasing	9
Corporate Management	7
Technical Management	6
Quality Control	6
Marketing / Sales	2

Position	%
Research- / Laboratory- / Technical-Management	28
Research Assistant	17
Laboratory Staff	14
University Teachers / Insitutes' Management	13
Management	12
Product- / Projectmanager	8
Head of Marketing	5
Others	3

Distribution Breakdown

Size of Enterprise	%
1 up to 49 staff members	28
50 up to 499 staff members	47
more than 500 staff members	53

Geographical Distribution	%
Germany	93
Austria	3
Switzerland	4

Sectors	%
Chemical Industry incl. Petrochemical	30
Pharmaceutical Industry + Biotechnology	28
Universities + Research Institutes	22
Food and Beverages Industry	4
Measurement Technology	4
Contract Research, Independent Labs	4
Medical	3
Government, Associations, etc.	2
Others	3

Prices & Formats

Advertisements	width/height (mm)	Price €
1/1 Page	210 x 297*	9,420
1/2 Page portrait	90 x 260	5,800
1/2 Page landscape	185 x 128	5,800
Juniorpage	137 x 190	6,230
1/3 Page portrait	58 x 260	3,620
1/3 Page landscape	185 x 85	3,620
1/4 Page classic	90 x 128	2,920
1/4 Page portrait	43 x 260	2,920
1/4 Page landscape	185 x 63	2,920
1/8 Page classic	90 x 128	1,850
1/8 Page landscape	185 x 30	1,850
Job Advertisements	25 % discount on regular advertisement prices	

Preferred Positions

Cover Page + Story ¹	Availability & prices on request	
Inside front/back page, Back page ^{1*}	210 x 297	9,840
1 st right hand page in text ¹	185 x 260	9,840
Belly Band	450 x max. 100	7,340
Postcards ²		135

Text ad	2/1 page	1/1 page
Application Note	5,950	3,210

Text ad	1/1 page	1/2 page
Product Profile	3,210	1,980

* plus 3 mm overlap on all sides

1 Cancellation only possible up to 8 weeks before advertising deadline.
Title page: the picture must be coordinated with publisher in advance and Wiley-VCH GmbH has exclusive rights of it for 6 months.

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

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

Bound-in inserts*	Breite x Höhe in mm	Price €
2-page A4*	210 x 297	7,780
3-page A4 + side flip*	207 + 105 x 297	11,640
4-page A4*	420 x 297	12,650
6-page A4*	414 + 203 x 297	15,990

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

Loose inserts ³	weight	Price €
	up to 25 g	210
	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 at a price 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 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:

Hagen Reichhoff,
Tel.: +49 (0) 606-001, hreichhoff@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 October 2024 and supersedes all previous price lists.

Maximize Brand Exposure



In the Focus of the Decision-Maker: **Cover + Cover Story**

Book the **cover + cover story** and draw the most attention to your product / your topic.

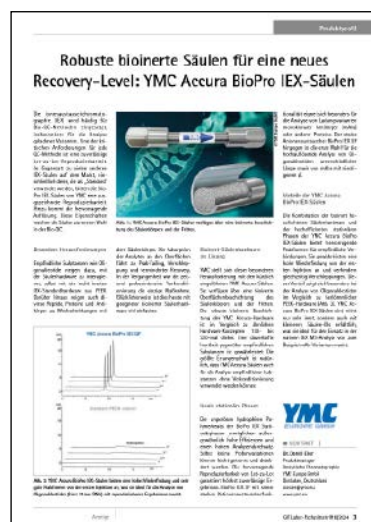
Cover: Product image and company logo – highest visibility at first glance.

Cover Story: Present your product / topic on a double page spread.

Deep-dive into application areas, technical specifications and position your company as a solution provider.

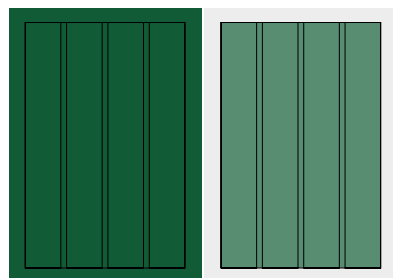
Compact – Informative – to the Point: **Product Profile**

Communicate key information about your product launch and explain how your solution supports users in the lab.



Use our reach for your marketing. Contact us, we will be happy to advise you.

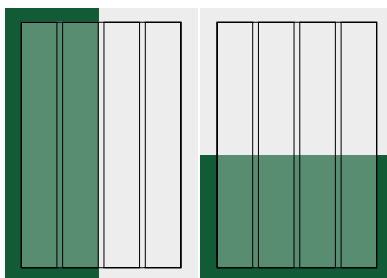
Formats



1/1 Page
Type Area/Bleed Size

Type Area:
185 x 260 mm

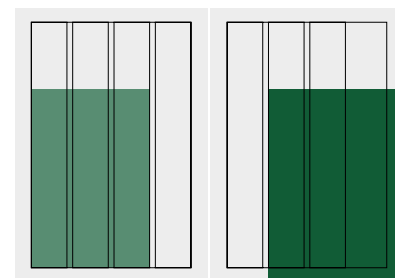
Bleed Size:
210 x 297 mm



1/2 Page
Type Area/Bleed Size

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

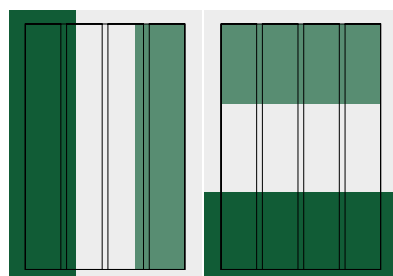
Bleed Size:
portrait: 102 x 297 mm
landscape: 210 x 147 mm



Juniorpage

Type Area:
137 x 190 mm

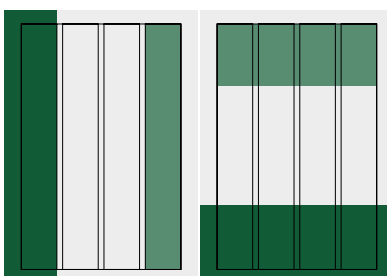
Bleed Size:
147 x 209 mm



1/3 Page
Type Area/Bleed Size

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

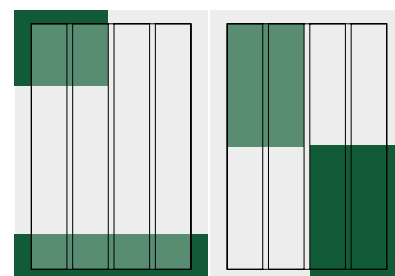
Bleed Size:
portrait: 70 x 297 mm
landscape: 210 x 104 mm



1/4 Page
Type Area/Bleed Size

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

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



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

Type Area:
classic: 90 x 128 mm

Bleed Size:
classic: 102 x 147 mm

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

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

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

Technical Specifications

Magazine format

210 x 297 mm (width x height), A4 size
185 x 260 mm (width x height), print space
Number of columns: 3; column width 58 mm or
Number of columns: 4, column width 43 mm

Print and binding methods

Sheet offset, adhesive binding

Colours

Euro scale

Screen ruling

70 ruling
Print profile: ISO Coated_v2_300 (39L)

Loose inserts

Minimum insert size: 105 x 148 mm (w x h)
Maximum insert size: 200 x 287 mm (w x h),
the back fold must be on the long side (287 mm)
Minimum weight for single-sheets inserts: 150 g/m²

Delivery of loose inserts/bound-in-inserts

The delivery quantity and delivery address
as well as the delivery date are stated
on the order confirmation.

Data format

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

Please observe the following points:

1. Embed all text or convert it into streams.
2. Use only CMYK colours.
3. With pixel-oriented data formats, we require a resolution of at least 250 dpi.
4. Do not compress JPG files too strongly, or this will lead to visible loss of image quality. Use the "maximum" or "high" quality gradings.

To avoid errors, please observe the following:

Send all text to be used and associated files together. Attach a hard copy/print-out to the layout check. Ensure that no RGB colours are used in any files, including the associated files. For files from programmes not intended for the creation of printed documents (e.g. Word, Excel, Powerpoint), the files must always be converted. This means inevitable changes in data and considerable additional work, which we have to add to your invoice.

Transmission options

by e-mail to kerstin.kunkel@wiley.com



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

Digital issue GIT Labor-Fachzeitschrift

Interactive – Multimedia – Innovative



Take advantage of the high-quality editorial environment and the interactive advertising formats of the digital edition of GIT Labor-Fachzeitschrift, allowing you to showcase your solutions to our discerning audience effectively.

The digital issue will be sent to our newsletter recipients and published at Wiley Analytical Science as well as posted in our social media channel.



Issue	Focus Topic	Publishing Date	Booking deadline
January February 2025	Analytics in Consumer Protection	29 January 2025	15 January 2025
July August 2025	Sustainability in the Lab	16 July 2025	2 July 2025

Place a full-page advertisement or book the front page of the digital edition. Links to your website and/or the integration of video/audio formats offer you attractive presentation possibilities. In the accompanying newsletter, your company is presented with a MPU banner (300 x 250 px) and on Wiley Analytical Science you receive 15,000 ad impressions.

Technical specifications

1/1 page advertorial: 1600 x 1200 pixels (landscape format) including a link to the website, and video or image gallery optional.

MPU banner: 300 x 250 px, max. file size: 200 KB, File formats: GIF, JPG, or PNG

Cover: Image (width: 1610 pixels; height 630 pixels); and logo

Cover story: 2,300 to 3,000 Characters incl. spaces; 1–3 images (resolution at least 300 dpi) and/or Video material

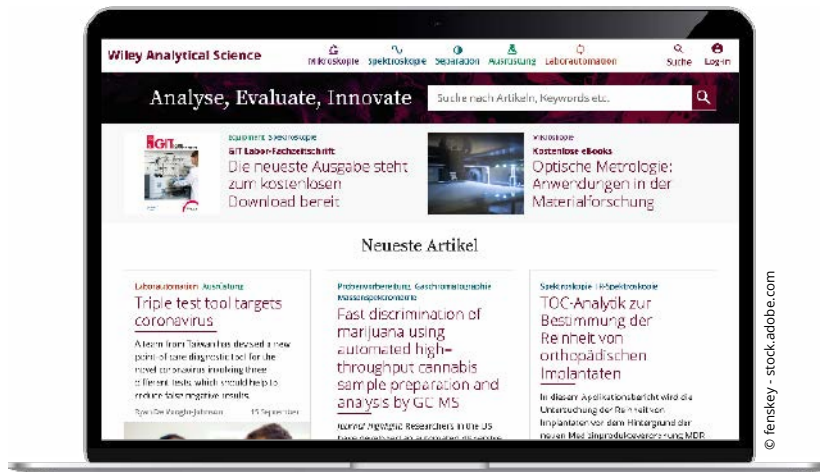
Advertising format	Price per issue	Price for 2 issues
1/1 page advertisement + MPU banner in the newsletter and on Wiley Analytical Science	EUR 3,500	EUR 5,250
Cover + cover story or an optional video interview + MPU banner in the newsletter and on Wiley Analytical Science	EUR 4,750	EUR 6,950

Wiley Analytical Science

A subject portal for the hybrid researcher and practitioner

The bilingual website Wiley Analytical Science provides users in scientific and industrial laboratories with the latest industry news and the most important information on new technologies and equipment in five areas of analytics: microscopy, spectroscopy, separation science, lab automation, and bioanalysis. In addition to the website the bi-weekly digest newsletter provides most up to date information to more than 9,600 readers.

Wiley Analytical Science provides indispensable content that resonates with your target audience – take advantage of our reach and let us support you in achieving your marketing goals.



<https://analyticalscience.wiley.com>

Desktop Version (Price per 1,000 ad impressions)

Size in pixels	Run of Site	Subject or Geo-Targeting
Position 1: Interstitial		
Interstitial 640 x 480	175 €	220 €
Position 2: Header Banner		
Billboard 970 x 250	175 €	220 €
Super Leaderboard 970 x 90	100 €	130 €
Leaderboard 728 x 90	60 €	75 €
Position 3: Impact Right Rail Banner		
Super Rectangle 300 x 600	150 €	180 €
Rectangle 300 x 250	60 €	75 €
Position 4: Tracking Right Rail Banner		
Rectangle 300 x 250	150 €	180 €

Mobile Version*

Size in pixels
Position 1: Mobile Header Banner
Large Mobile Leaderboard 320 x 100
Mobile Leaderboard 320 x 50
Small Mobile Leaderboard 300 x 50
Position 2: Sticky Mobile Banner
Small Mobile Leaderboard 300 x 50
Position 3: Secondary Mobile Banner
Rectangle 300 x 250

*Mobile Device Advertising is included in Desktop Advertising rates

Submission Lead Time

Ad creative must be submitted at least one week ahead of deployment for testing and build processing time to ensure assets are in-spec.

Third-party ads must be live at time of submission.

Standard & Rich Media Ads (Third-Party Served): 5 business days prior to launch

Wiley Analytical Science

A subject portal for the hybrid researcher and practitioner

Native Advertising on Wiley Analytical Science

Top Teaser Story – 1,740 €

Promote your product, your application note, your event or any other highlight on the starting page of a selected WAS subject channel. Reach your target group 24/7/365.

Scope of Service:

Headline up to 60 characters incl. blanks, one image 180 x 150 px.

The top teaser will be linked to a more comprehensive sponsored content on the selected WAS subject channel. Up to 4 images, unlimited number of characters, company contact details. Optional add-on: link to a video.

Run time:

2 weeks on the starting page and 6 months as sponsored content on the selected WAS subject page.

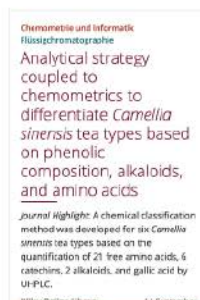
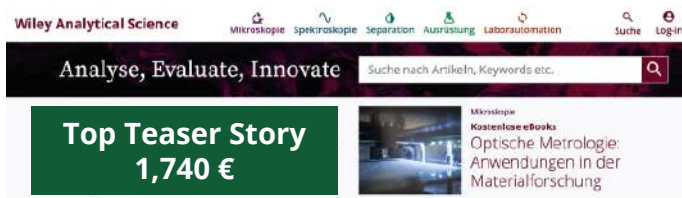
Sponsored Content – 1,250 €

Promote your product, your application note, your event or any other highlight on a selected WAS subject channel.

Scope of Service:

Up to 4 images, unlimited number of characters, company contact details. Optional add-on: link to a video

Run time: 6 months



[Alle Artikel](#)

Neueste Nachrichten



Wiley Analytical Science

A subject portal for the hybrid researcher and practitioner

WAS Digest Newsletter

The bi-weekly Wiley Analytical Science Digest newsletter provides most up to date industry news to more than 9,600 subscribers. In addition, topic focused newsletter (please see page 4) and special trade show and conference newsletter are published.

Dates Newsletter WAS Digest German

29-Jan-25
12-Feb-25
26-Feb-25
1-Mar-25
26-Mar-25
9-Apr-25
23-Apr-25
14-May-25
28-May-25
11-Jun-25
25-Jun-25
16-Jul-25
13-Aug-25
10-Sep-25
24-Sep-25
08-Oct-25
22-Oct-25
12-Nov-25
26-Nov-25
10-Dec-25
Issue Alert Covering the topic focus of the print issue

Advertising solutions in the WAS Digest newsletter

Rectangle Banner 300 x 250 px	1,390 €
Content Ad	1,700 €
Single-Sponsored (3 Banner + 2 content ads)	5,000 €

Technical Specifications:

Rectangle Banner: 300 x 250 px
Maximum file size: 200 KB
Data formats: GIF, JPG & PNG
No 3rd Party or HTML5 tags accepted
Click-Through URLs: Required for all creative files provided (GIF, JPG, PNG).
Animation/Looping: No animation permitted / Static display only.

Content Ad

Maximum 50 characters incl. blanks for the headline and up to 250 characters for the body text. Unlimited number of characters for the publication on the website. Please provide one image as a JPG file in 250 x 210 px format. Destination URL for text ads should be direct domain and path URL. Any added URL path code such as tracker, may cause errors.

GIT LABOR-FACHZEITSCHRIFT

Liebe Leserin, lieber Leser,
beifügt durch die technischen und methodischen Weiterentwicklungen der letzten Jahre kommt der Massenspektrometrie eine zunehmende Bedeutung in der Analytik biologischer Systeme zu. In seinem Interview für die GIT Labor-Fachzeitschrift berichtet Prof. Klaus Dreierwieser von der Entwicklungsgeschichte eines Chemischen Mikroskops, das auf einem neuen Verfahren der MALDI-MS-Bildgebung beruht. Darin berichtet der Leiter der Abteilung Biomedizinische Massenspektrometrie der Universität Münster unter anderem, warum ein "langer Atem" bei der Entwicklung unerlässlich war und welche Anwendungsperspektiven die MALDI-2-Massenspektrometrie bietet. Viel Freude beim Lesen dieses und unserer weiteren spannenden Beiträge wünscht
Christina Pogge

Materielforschung
Energiespeicher von morgen
Forschende berichten über die Entwicklung des ersten halbleitenden Phosphon-MOF (Metal Organic Framework), das den Weg für eine neue Familie von Halbleitern mit einer extrem reichen Strukturchemie ebnet.
LESEN SIE MEHR »

KRAFTWERGE FÜR IHR LABOR
Unsere Klassiker. Starke in jedem Labor.
huber Inspired by temperature
Recommendation by powerlab

Massenspektrometrie
Die Entwicklungsgeschichte eines Chemischen Mikroskops
Im Interview berichtet Prof. Klaus Dreierwieser die Vorteile und die Entwicklung zur bildgebenden Technik der MALDI-2-Massenspektrometrie, mit der erstmals auch nichtionisierte Moleküle detektiert werden können.
LESEN SIE MEHR »

Reinheit Chemietechnik
Sintern – wie es funktioniert, wofür es eingesetzt wird
Nicht nur Töpfern und Keramik können mit dem Verfahren hergestellt werden: heutzutage wird das Sintern vor allem zur Herstellung von Sinterwerkstoffen aus Metallen und Kunststoffen angewandt.
LESEN SIE MEHR »

Spektroskopie
Durchbruch in der Terahertz-Photonik
Durch starke Kopplung elektronischer Resonanzen mit dem Lichtfeld eines Mikrowellenresonators kann ein sättigbarer Absorber bei extrem geringen Intensitäten betrieben werden, der künftig ultrakurze Impulse aus Terahertz-Lasern ermöglichen könnte.
LESEN SIE MEHR »

Stay up-to-date on latest news in Analytical Science
Sign-up to our newsletters today to get an overall view of what's happening in Analytical Science.

Wiley Analytical Science Digest subscribe »
Wiley Analytical Science Spectroscopy subscribe »
Wiley Analytical Science Separation Science subscribe »
Wiley Analytical Science Equipment subscribe »
Wiley Analytical Science Lab Automation subscribe »
Wiley Analytical Science Microscopy subscribe »

WILEY

Wiley Analytical Science Conference

March &
September
2025

Elevate Your Brand. Generate Leads.

Twice a year Wiley Analytical Science Virtual Conference brings together top **researcher** and **professionals** in the fields microscopy, spectroscopy, mass spectrometry, laboratory automation, and more.

Tap into an **exclusive and expansive network** and position your company as a thought leader. The quality of content can make or break the credibility of your entire business.

Elevate your brand & gain credibility by sponsoring sessions with scientific leaders in your area of interest or showcase how your application solutions support researcher in their day-to-day work in the lab.

Sponsorship Opportunities

Combination Package: Educational + Application- Focused Seminar

Set the perfect stage for your message!

- First, build credibility & authority in your target research area with unbiased content from a scientific leader
- Then follow up with an application-focused presentation to the same audience



Educational Seminar

- Visibility of your company logo on registration page and promotional materials
- Wiley organizes the speakers (or if you have a key opinion leader that we should pursue, we are open to suggestions)
- Forwarding of all leads from registered participants (GDPR compliant)



Application-Focused Seminar

- You can run your own application-focused seminar
- Visibility of your company logo on registration page and promotional materials
- Forwarding of all leads from registered participants (GDPR compliant)



Contact us for
more details!

MOVE BEYOND ADVERTISING

Elevate your brand and take your message to new levels!

Whether it be lead generation, branding, virtual events, or content solutions, Wiley can help you find the right marketing mix and channels to reach your goals.

Explore how you can engage your audience even further by integrating **Wiley Events & Education** and **Wiley Communications** solutions with your advertising plans.



Events & Education Solutions

Deliver clear, focused content and deepen your engagement with your target audience through:



Webinar

Advance knowledge and understanding of the latest research, technology trends, or key developments with our webinars.



Virtual Events

Engage your target audience through a custom or sponsored plenary sessions led by leaders in your area of interest, connecting and engaging via our independent, trusted channels.



Knowledge Hub

Strategically showcase your brand alongside trusted content and position yourself as a thought leader in a specific subject area. Educate scientists and industry professionals in an engaging online learning environment.



Communications Solutions

Be a thought leader in your area of expertise, with tailored solutions to generate quality scientific leads including:



Article Collections

Position your brand alongside primary peer-reviewed journal content by sponsoring a collection of articles on a common theme.



Essential Knowledge Briefing

Deliver your target audience valuable information for their daily work in short, practical guides that are mobile-enabled for convenience and easy access.



Expert Insights

Engage with your target audience and provide expert insights on key subject areas through impactful content solutions such as whitepapers, article summaries, and ebooks.

Amplify your programs with **translations, run-ons, extended reach, content feed, infographics, and expert commentary**

Partner with Wiley to ensure success!

We can help you build the right plan to achieve your goals.

As a strategic partner, we start by learning what you need to achieve. From there, our subject matter experts will work with you to design a high-impact program that incorporates the right channels, audience, and tactics to make an impact in your field. We make it easy for you from start to finish, with expert project management for seamless execution from development to delivery.

Ready to give your message more visibility?

To discuss tailored options and details, reach out to your account manager, or email us at corpsolutions@wiley.com

WILEY

Communications and Events & Education solutions may vary by title or society

REV-2024.09.17

Advertising and Reprint Production Terms and Conditions

Definitions

1. In these terms and conditions:

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

ADVERTISING TERMS

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

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

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

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

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

- (a) publication of any Advertising (including any Advertising copy that is created by Wiley on behalf of the Customer which has been approved by Customer) in the manner set out in the Booking Confirmation will not breach or infringe any copyright, patent, trademark, trade secret or obligation of confidentiality or privacy, any law of defamation or obscenity, or any relevant law or regulation concerning advertising or promotions, including any medical advertising laws, industry codes or regulations;
 - (b) the Customer has the right to grant the licence to Wiley to use the Advertising as contemplated by these Terms;
 - (c) the Advertising is accurate, truthful and non- deceptive and does not violate any laws regarding false advertising;
 - (d) the Advertising does not violate any other applicable law, statute, ordinance or regulation, including without limitation any laws and regulations governing export control;
 - (e) the Advertising is not and does not contain content that is lewd, pornographic or obscene, excessively profane, racist, ethnically offensive, threatening, infringing, excessively violent, libellous, gambling-related, or promote any discriminatory activity, promote illegal drugs or arms trafficking, create a risk to a person's safety or health, compromise national security or interfere with an investigation by law enforcement officials or is offensive, misleading, deceptive or destructive, and does not promote, advocate or facilitate terrorism, terrorist-related activities or violence;
 - (f) Online Advertising does not create, facilitate the creation of or exploit any security vulnerabilities in a user's computer, promote programs which compensate or provide incentives to users for clicking ads or offers, performing searches, surfing websites or reading emails or contain viruses, trojan horses, worms, time bombs, cancelbots or other harmful or deleterious programming routines whether similar or dissimilar to the foregoing; and
 - (g) Customer has obtained written consent to display the name or image of any living person in any Advertising.
17. The Customer acknowledges that in relation to Advertising, Wiley makes no representation or warranty (i) that any publication of any Advertisement will be confined to persons resident in various countries (ii) of the exact number of page impressions that will be delivered, (iii) regarding the quality of reproduction of the Advertisements; or (iv) as to the availability of any Online Advertising site or digital product.
18. In addition to the Terms, the following clauses of the standard terms and conditions of the Interactive Advertising Bureau for Media Buys of Less than One Year (“[IAB Terms](#)”) will apply to all Online Advertising services, with Wiley being the ‘Media Company’ and Customer being the ‘Agency’ and ‘Advertiser’ (unless the Customer is a media agency booking advertising on behalf of a customer in which case it will be the Agency, with its customer being the Advertiser):
- (a) Section II (Ad Placement and Positioning);
 - (b) Section IV (Reporting) (excluding clause IV(b));
 - (c) Section XII (Non-Disclosure, Data Usage and Ownership, Privacy and Laws)
 - (d) Section XIII (Third Party Ad Serving and Tracking)

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

REPRINT TERMS

- 19. A Reprint Quotation will be provided to the Customer by Wiley. The Customer must provide a Purchase Order or return the Reprint Quotation and provide all relevant details in order to submit an order for producing the Reprint and in doing so, the Customer agrees to be bound by these Terms. Wiley may issue a Booking Confirmation to confirm the Order.
- 20. The Reprints are solely for the use of the Customer and may not be re-sold, posted on the internet (other than as permitted for ePrints in the format specified by Wiley) or reproduced in any other format or media without the express written permission of Wiley and payment of the appropriate licence fee. The Reprints must not be amended or modified in any way after delivery. If the Customer wishes to append or add any material to a Reprint it shall inform Wiley at the time of making the order and pay any additional fees charged by Wiley. Wiley reserves the right to accept or decline any such request in its sole discretion.
- 21. For ePrints, the Customer will be provided with a link and is entitled to the number of downloads of ePrints, as specified in the Reprint Quotation and/or Booking Confirmation. The Customer may opt to pay a premium price and have a print download option on ePrints if confirmed in the Booking Confirmation.
- 22. Wiley will use commercially reasonable efforts to deliver the Reprints by the date specified by the Customer (if any) in the accepted Reprint Quotation, however Wiley will not be liable for any non-delivery or late delivery.
- 23. It is the responsibility of the Customer to notify Wiley in writing of any damage or shortage within 30 days of the date of actual delivery of physical Reprints to the Customer. Wiley will take no responsibility for any damage or shortage notified after this period has expired.

Advertising and Reprint Production Terms and Conditions

PRICING

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

CANCELLATION

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

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

GENERAL TERMS

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

30. Wiley will send invoices to the Customer at the address provided. Should a Purchase Order number be a prerequisite for payment of invoice, the Customer must supply this at the point of confirming the order. All delivery addresses must be accompanied by a contact name and telephone number, as well as a VAT number (relative to the country on the invoice address) or other business identifier or information as may be required by Wiley (eg. GST registration, W9 form) as notified by Wiley. Please note that Wiley is unable to accept any PO Box addresses.
31. Prices are shown exclusive of GST, VAT and other sales taxes, unless otherwise expressly indicated by Wiley in writing. Prices are also exclusive of all handling, packing, freight, shipping, customs duties, levies, import duties and insurance charges unless otherwise agreed in writing. Amounts received will be free from and clear of any other taxes imposed by any tax authority, such as withholding tax, and if, for some reason, such amounts are subject to any withholding tax or other relevant taxes, then the Customer is liable to pay such tax and Wiley will receive the full amount set out in the Booking Confirmation.
32. Customer shall pay all invoices in full will be made within 30 days of the date of an invoice, unless otherwise agreed in writing between the Parties.
33. If the Customer fails to make any payment due to Wiley under this Agreement by the due date, then, without limiting Wiley's remedies, the Customer shall pay interest on the overdue amount at a rate which will be the lesser of: (i) 0.5% per month, such interest to accrue on a daily basis from the due date until actual payment of the overdue amount, whether before or after judgement; or (ii) any relevant maximum statutory rate allowable in the jurisdiction where the Wiley entity is located, such interest to accrue in accordance with the relevant statutory provisions. Customer shall pay the interest together with the overdue amount.
34. Wiley excludes all implied conditions and warranties from these Terms, apart from any condition or warranty which cannot be excluded by the operation of law. Wiley limits its liability for any breach of any non-excludable condition or warranty, at Wiley's option, to the resupply of the Advertising or Reprint or the payment of the cost of the resupply. Subject to the foregoing, Wiley excludes all other liability to the Customer for any costs, expenses, losses and/or damages incurred in relation to any Advertising or Reprints produced by Wiley, howsoever that liability arises. Wiley will not be liable for indirect or consequential losses, loss of profits, loss of revenue or loss of any business opportunity.
35. Customer will indemnify Wiley and its officers, employees, contractors and agents against any costs, expenses (including reasonable attorney's fees), losses, damages and liability suffered or incurred by them arising from the Customer's breach of these Terms and any negligent or unlawful act or omission of the Customer in connection with the Advertising or use of the Reprints.
36. Wiley will not be liable for any delay or failure to publish Advertising or to deliver Reprints caused by a factor outside Wiley's reasonable control (including, without limitation, war; civil disorder; strike; flood; fire; storm; accident; terrorism; governmental restriction; infectious disease; epidemic; pandemic; public health emergency; embargo; power, telecommunications or Internet failures; damage to or destruction of any network facilities; the enactment of any law, executive order, or judicial decree; or any other circumstance beyond Wiley's control whether similar or dissimilar to the foregoing).
37. Wiley will retain copyright and all other intellectual property rights and proprietary rights in Wiley's publications, proposals, and products and services. Customer acknowledges and agrees that Wiley may process Customer's personal data, including storing or transferring data outside of the country of Customer's residence, in order to process transactions related to these Terms and to communicate with Customer, and that Wiley has a legitimate interest in processing Customer's personal data. Wiley will comply with all applicable laws, statutes and regulations relating to data protection and privacy and will process such personal data in accordance with Wiley's Privacy Policy located at: www.wiley.com/privacy.
38. By submitting an order for Reprints and/or Advertising in the manner set out above, the Customer agrees to be bound by these Terms. In the event of any conflict, the order of precedence will be as follows: (i) these Terms, (ii) Booking Confirmation, (iii) Insertion Order or Purchase Order signed by both parties. Where general terms and conditions of business are proposed by the Customer, those will not have any application unless signed by Wiley.
39. All warranties and indemnities stated in these Terms will survive the termination of any arrangement or contract which is subject to these Terms.
40. The law of the corporate domicile of the Wiley entity which issues the Booking Confirmation and invoice to the Customer will govern these Terms, without regard to conflict of law rules. The parties agree to submit to the exclusive jurisdiction of the courts located in the corporate domicile of the aforesaid Wiley entity for the adjudication of all disputes arising in connection with these Terms.

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Order Management

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