

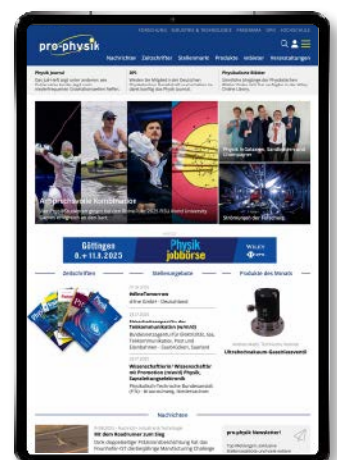
# WILEY



© Ben Wicks - unsplash.com

## 2026 Media Guide **pro-physik.de**

Compelling solutions through  
strategic partnerships



# Overview

## pro-physik.de

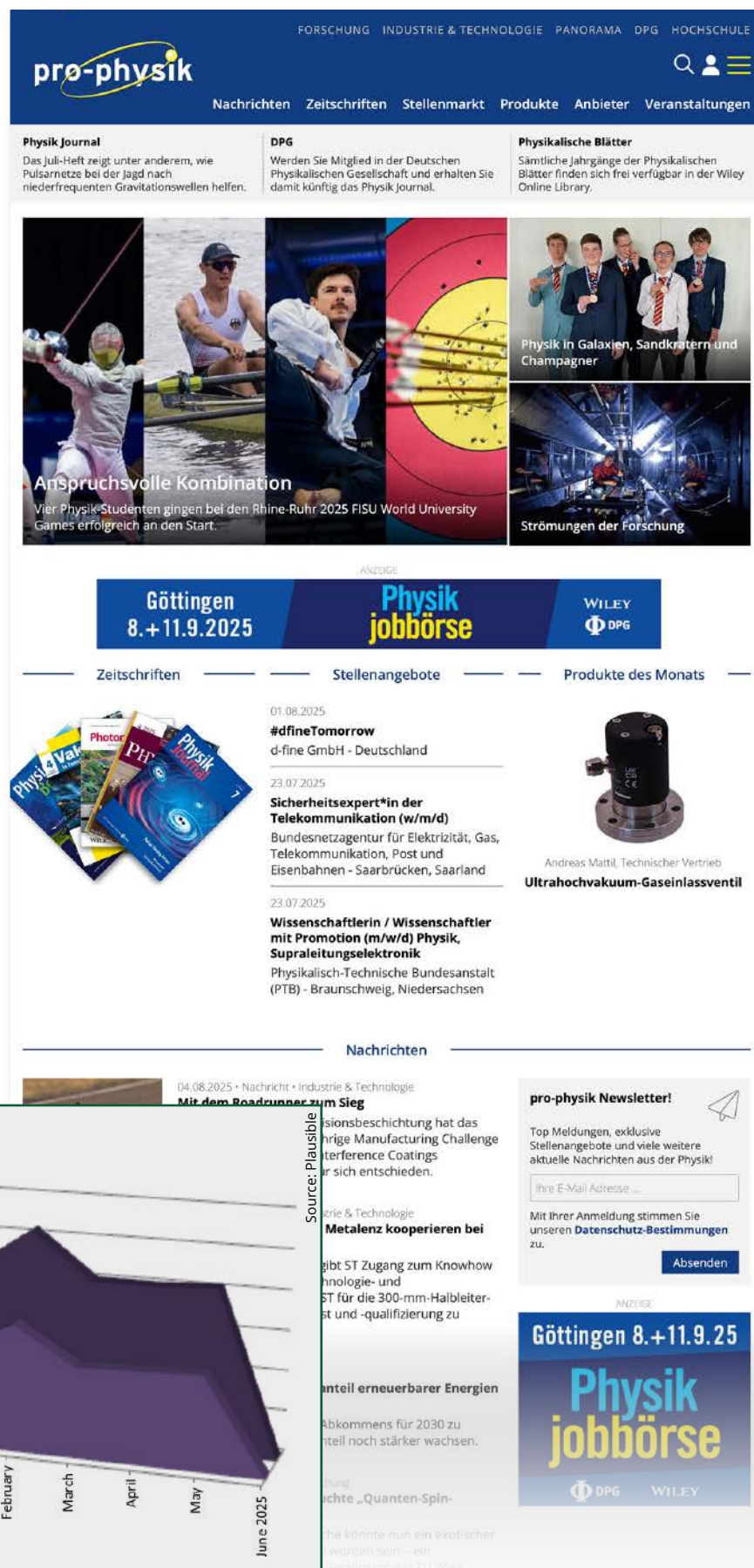
pro-physik.de is the leading German-language expert portal for all areas of physics. Each day it is updated with news and articles from industry, technology, research and academia, as well as from the DPG (Deutsche Physikalische Gesellschaft; english: German Physical Society).

A comprehensive job market, list of suppliers, product information and calendar events round off the offering.

## User analysis

pro-physik.de users mainly come from industry, research institutes and universities.

The portal records 50,000 unique visits and 86,000 page impressions per month.



**pro-physik.de**

FORSCHUNG INDUSTRIE & TECHNOLOGIE PANORAMA DPG HOCHSCHULE

Nachrichten Zeitschriften Stellenmarkt Produkte Anbieter Veranstaltungen

**Physik Journal**  
Das Juli-Heft zeigt unter anderem, wie Pulsarmetze bei der Jagd nach niederfrequenten Gravitationswellen helfen.

**DPG**  
Werden Sie Mitglied in der Deutschen Physikalischen Gesellschaft und erhalten Sie damit künftig das Physik Journal.

**Physikalische Blätter**  
Sämtliche Jahrgänge der Physikalischen Blätter finden sich frei verfügbar in der Wiley Online Library.

**Anspruchsvolle Kombination**  
Vier Physik-Studenten gingen bei den Rhine-Ruhr 2025 FISU World University Games erfolgreich an den Start.

**Physik in Galaxien, Sandkratern und Champagner**

**Strömungen der Forschung**

**Göttingen 8.+11.9.2025 Physik jobbörse**

**Zeitschriften**

**Stellenangebote**

**Produkte des Monats**

**Ultrahochvakuum-Gaseinlassventil**

**Nachrichten**

**pro-physik Newsletter!**

Top Meldungen, exklusive Stellenangebote und viele weitere aktuelle Nachrichten aus der Physik!

Ihre E-Mail Adresse ...

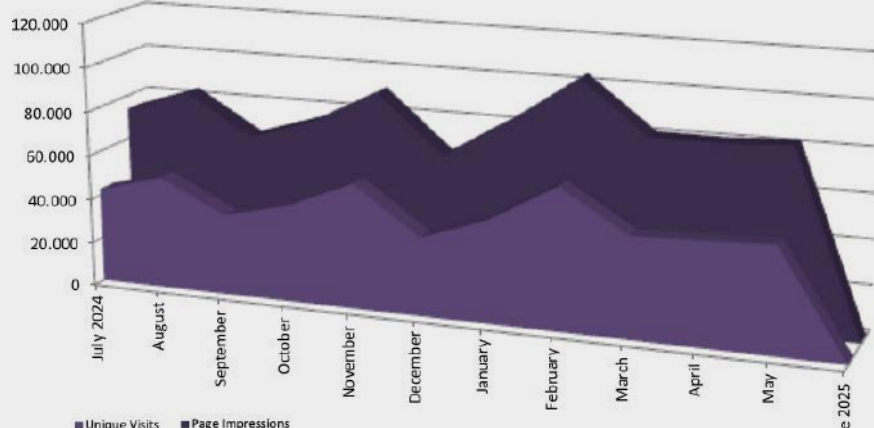
Mit Ihrer Anmeldung stimmen Sie unseren **Datenschutz-Bestimmungen** zu.

**Absenden**

**Göttingen 8.+11.9.25 Physik jobbörse**

DPG WILEY

## Website traffic



# Banner and Content Ad

## Banner advertising

Banner advertising allows you to create great awareness around your product, service or your brand. The banner ads are placed at the top and the right side of every page to catch the user's attention. Animated banners or rich media formats allow you to increase the user's awareness and promote your message with a unique design. Furthermore you will receive continuous detailed reporting allowing you to monitor your banner ad campaign.

Format	Rate per Month (€)
Leaderboard (728 x 90 px)*	1,890
Wide Skyscraper (160 x 600 px)*	1,760
Medium Rectangle (300 x 250 px)*	1,580

\*A Large Mobile Banner (320 x 100 Pixel) must also be supplied for the mobile-optimized version.

## Top Feature Portal

Top placement on the landing page and all subpages of pro-physik.de. Promote your current highlights, your product launch, your user report and reach your target groups around the clock.

Format	Rate (€)
Top Feature Portal	2,930
Combination Offer: Top Feature on Portal +1x Newsletter	3,350

Duration: 14 days prominent on the landing page and a total of 6 months in the respective portal category.

## Content Ad

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

In the content ad you can present your product, service, or event as an advertorial, 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.

Format	Rate per Month (€)
Content Ad	2,100

Booking period: 1 month prominently on the landing page

## Calendar of events

Your event is listed chronologically with logo and text in the event calendar. It will also be promoted in 2 mailings of the physics E-newsletter.

Format	Rate per month (€)
Calendar of events	550

Duration: 1 month in the event calendar + 2 newsletters

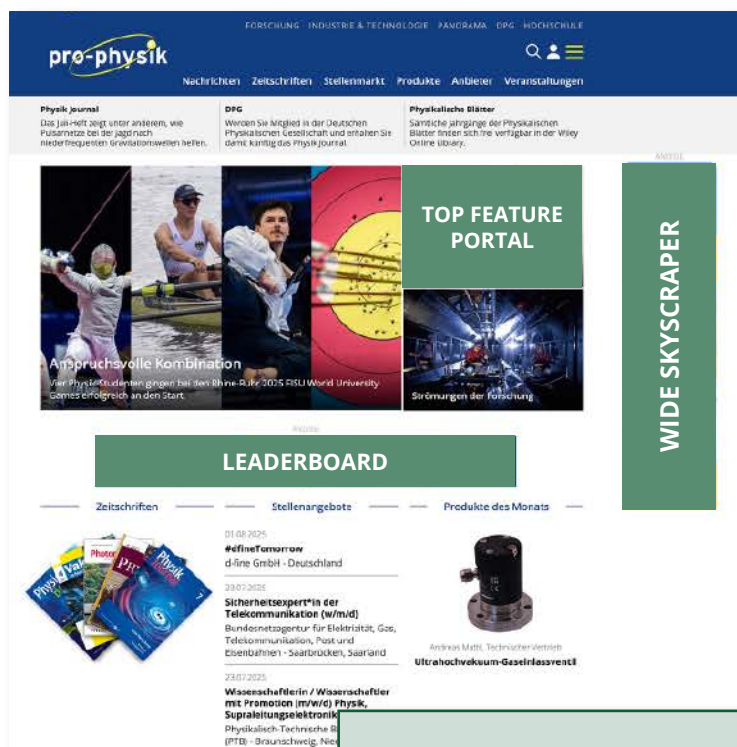
The screenshot displays the pro-physik.de website layout with several advertising opportunities highlighted by green boxes and labels:

- TOP FEATURE PORTAL:** Located at the top right of the main content area, featuring a large image of a laboratory setting.
- WIDE SKYSCRAPER:** A vertical banner on the far right side of the page.
- LEADERBOARD:** A horizontal banner below the Top Feature Portal, displaying a stack of physics journals.
- MEDIUM RECTANGLE:** A rectangular ad space in the lower right section, featuring a green background with the text "MEDIUM RECTANGLE".
- CONTENT AD:** A large rectangular area at the bottom of the page, containing a grid of featured articles and books.

The website header includes navigation links for "Forschung", "Industrie & Technologie", "Planck", "DPG", and "Hochschule". The main content area is divided into sections for "Zeitschriften", "Stellenangebote", and "Produkte des Monats".



# Content Premium-Package



**Duration:** Integration on our portal page in the news section, 1 month content ad on the homepage, 2 months Feature Newsletter in the E-Newsletter and archiving for at least one year.

**Rate: € 5,120.-**

The **Content Premium-Package** is published as a fully-fledged, labeled article on our portal page in the news section.

- Review by our content experts (preliminary quality check)
- Placement of the article on our portal site in the News section
- Archiving on portal page: 1 year after publication
- Reporting after 2 months

**The content marketing package includes:**

- **Your own microsite on pro-physik.de (archiving for 1 year)**
- 1 month Content Ad on the homepage with link to the microsite
- 2 months Feature Newsletter in our physics E-newsletter (8 mailings) with link to the microsite

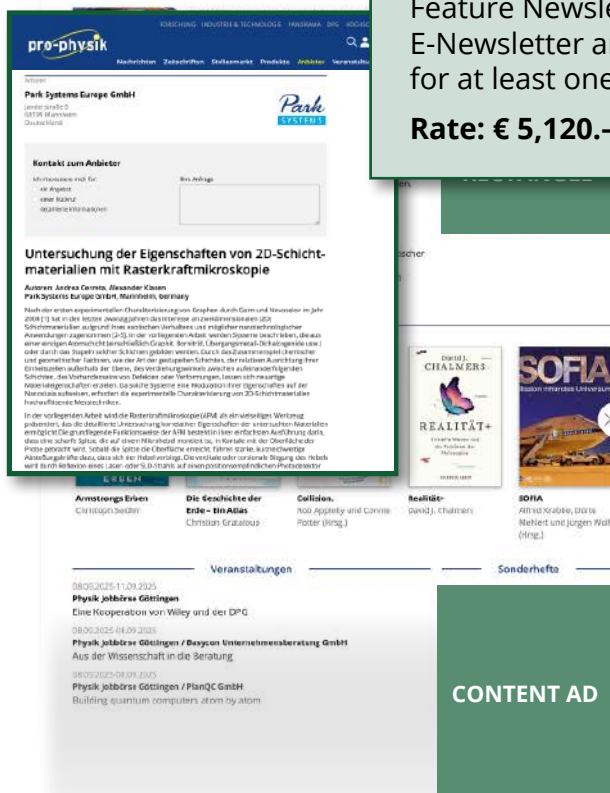
**The frequency of this advertising form is very limited!**

**This is what we need from you:**

- Your logo: 500 px width (jpg, png)
- Teaser image: max. 760 pixels wide (jpg or png), specify image source, image caption, max. 250 characters, no branding and no fonts in the image
- URL to the company website (optionally with tracking)
- Short header (to supplement the headline): 1–3 words or approx. 30 characters
- Meaningful headline: max. 100 characters
- Teaser (2 short sentences that arouse interest): max. 220 characters
- Text incl. links and subheadings, approx. 3,000–6,000 characters incl. spaces

**Optional:**

- Up to five additional images
- Link to a YouTube or Vimeo video for direct integration in the article or for linking



# Physics E-Newsletter



## Physik Journal


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 (20,000 recipients) and Physik Journal (18,000 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.

Format	Rate per Month (€)
	Four newsletters
Fullsize Banner (468 x 60 px)	2,320
Feature Newsletter (image, text + URL)	2,490



**Sehr geehrte Leserinnen und Leser,**

große Forschungsanlagen sind teuer und erfordern langfristige Investitionen. Aus diesem Grund hat das Bundesministerium für Forschung, Technologie und Raumfahrt (BMFTR) im vergangenen Jahr ein Priorisierungsverfahren für umfangreiche Forschungsinfrastrukturen ins Leben gerufen. Nun wurden die neun **Projekte mit der höchsten Priorität** bekannt gegeben, darunter sind auch sechs aus der Physik. Zu ihnen gehört beispielsweise das Einstein-Teleskop und der Ausbau des bestehenden PETRA III-Komplexes bei DESY mit dem Ziel, die hellste Röntgenquelle der Welt aufzubauen.


Eine erhellende Lektüre wünscht Ihnen

**Anja Hauck für das pro-physik.de-Team**

WERBUNG


**FULLSIZE BANNER**

**Top Meldungen**




**Revolutionärer Sternenspäher**  
Die Satellitenmission Gaia hat das Verständnis unserer Milchstraße phänomenal erweitert, wie die neue „Physik in unserer Zeit“ schildert.

[weiterlesen](#)



**Ein Wegbereiter der Quantenphysik**  
Vor 100 Jahren starb der Physiker Otto Lummer, dem entscheidende Messungen zur Strahlung Schwarzer Körper gelangen.

[weiterlesen](#)



**Das künftige Flaggschiff im Fokus**  
Mehr als 600 Fachleute aus der Teilchenphysik haben in der vergangenen Woche in Venedig die Zukunft ihres Feldes diskutiert.

[weiterlesen](#)

WERBUNG

Stellen Sie sich vor ...  
Ihre Produkte und Services, Ihre innovative Idee für Ihre Marketingkampagne ...  
WILLY



**Welche Prioritäten setzen Sie, Nicole Schramm?**

„Großforschungsanlagen spielen für die Zukunft Deutschlands eine wichtige Rolle“, so brachte es Beate Heinemann, seit dem Frühjahr Vorsitzende des DESY-Direktoriums, in einem **Meinungsbeitrag im Physik Journal** auf den Punkt. Da solche Forschungsinfrastrukturen hohe und langfristige Investitionen erfordern, hat das Bundesministerium für Forschung, Technologie und Raumfahrt (BMFTR) im vergangenen Jahr ein Priorisierungsverfahren für umfangreiche Forschungsinfrastrukturen ins Leben gerufen. **Kürzlich wurden die neun erfolgversprechendsten Projekte bekannt gegeben**, sechs davon stammen direkt aus der Physik!

Die Bandbreite reicht von den Vorarbeiten zu einem Gravitationswellendetektor einer neuen Generation über eine Hochbrillanz-Neutronenquelle bis hin zum besten 4D-Röntgenmikroskop der Welt. Mit der Priorisierung ist zwar noch keine Finanzierungszusage verbunden, aber diese gilt es nun, im nächsten Schritt zu klären.

Auf eine inzwischen **hundertjährige Erfolgsgeschichte** zurückblicken kann das Max-Planck-Institut für Dynamik und Selbstorganisation (MPI-DS) in Göttingen, das 1915 als Kaiser-Wilhelm-Institut für Strömungsforschung gegründet wurde. Das MPI-DS erforscht grundlegende Fragen der Physik vernetzter dynamischer Systeme und ist damit seiner Leidenschaft für die großen physikalischen Zusammenhänge treu geblieben.

**Feiern auch Sie die physikalische Forschung! Ihre Maik Pfalz für das Physik Journal Team**



**Physik Journal Nachrichten**



**Strömungen der Forschung**  
Vor hundert Jahren nahm das Kaiser-Wilhelm-Institut für Strömungsforschung seine Arbeit auf. Aus ihm wurde das heutige Max-Planck-Institut für Dynamik und Selbstorganisation (MPI-DS), das grundlegende Fragen der Physik vernetzter dynamischer Systeme erforscht und damit seiner Leidenschaft für die großen physikalischen Zusammenhänge treu geblieben ist (Bild: Norbert Michalke / MPG).

[Lassen Sie sich mitreißen](#)

**FULLSIZE BANNER**

**Projekte mit Priorität**  
Das BMFTR hat die aussichtsreichsten Forschungsinfrastrukturen aus dem nationalen Priorisierungsverfahren bekannt gegeben. Sechs davon haben Physikbezug (Bild: BMFTR).

[Zu den ausgewählten Projekten](#)

# Product of the Month | Productinformation

## Product of the Month

Your product information is published with product and company name and image on all pages (except the job ads section) of pro-physik.de and in the E-newsletters.

In addition, your product highlight will be published for six months in the product database of the portal.

As a third component, the product information appears prominently in the parallel monthly issue of the Physik Journal (circulation: 44,557)

Format	Rate (€)
Product of the Month (print, online & newsletter)	2,350

Booking period: 1 month prominently on the homepage and 6 months in the product database

## Productinformation Print + Online

Product information, applications and company news are presented online in the product database on the pro-physik.de portal and print optionally in one issue of Physik Journal or PhotonicsViews. Texts are edited by the editorial team of the Physik Journal. The entry runs initially for six months and can be extended for a further six months.

Format	Rate (€)
Productinformation Print + Online (Booking period 6 months) – 1 Portal	990
Option to extend for a further six months	620

Online

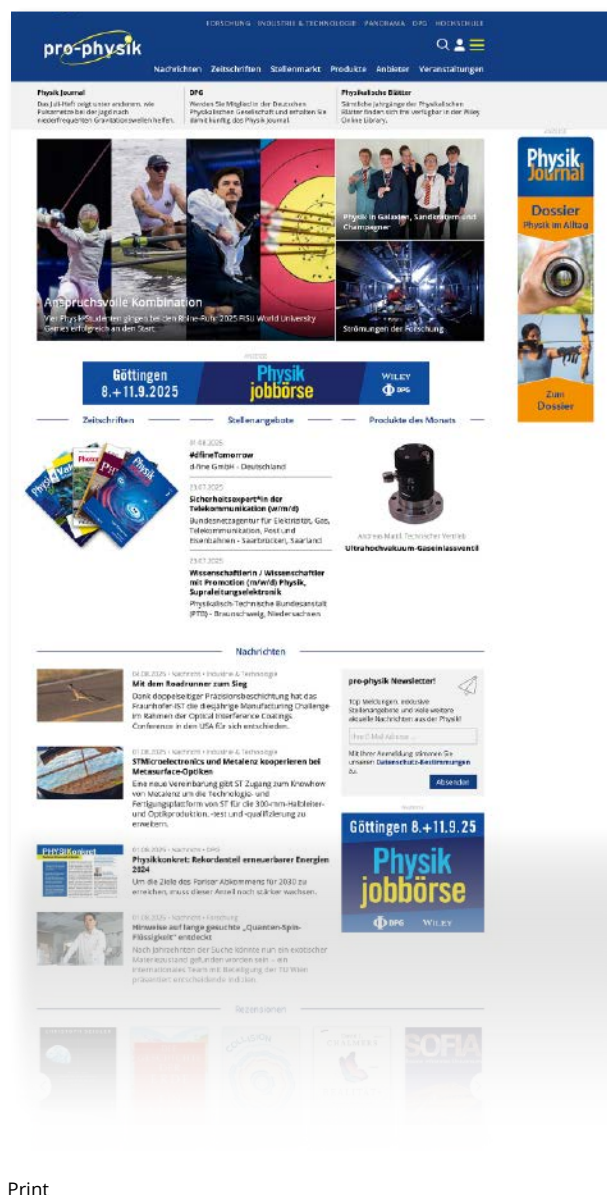


Das Physikportal  
pro-physik.de

01.04.2025 • Produkt • Messtechnik  
**Hochgenauer Lock-in-Verstärker**

Angebot: Zweiphasen-Lock-In-Verstärker SR865A mit vielen neuen Funktionen, wie z. B. Delta-f-Demodulation oder Anzeige des FFT-Spektrums von Ein- oder Ausgangssignalen.

**PRODUCTINFORMATION**



Das Physikportal  
pro-physik.de

Forschung • Industrie & Technologie • Panorama • DFG • Hochschulen

Nachrichten • Zeitschriften • Stellenmarkt • Produkte • Anbieter • Veranstaltungen

Physik Journal  
Das ist Heft zeigt unter anderem, wie  
Kometen bei der Jagd nach  
Kometen (Kometen) entstehen.

DFG  
Welches Ziel hat die Deutsche  
Forschungsgemeinschaft und warum ist  
das wichtig für die Physik?

Physikalische Blätter  
Sonderhefte der Physikalischen  
Blätter sind zum Beispiel in der Physik  
Oktav. Blätter.

Physik in der Natur  
Physik in der Natur, Sandstein und  
Chamäleon.

Physik Journal  
Dossier  
Heute in der Natur

Physik Journal  
Zur  
Dossier

Göttingen  
8. + 11.9.2025  
Physik  
jobbörse  
WILEY  
DFG

Zeitschriften  
#line tomorrow  
d'fine GmbH - Deutschland

Stellengänge  
Sicherheitstechnik der  
Tobiaswerkstätten GmbH  
Bundesagentur für Elektrik, Gas,  
Telekommunikation, Netz- und  
Instandhaltung - Saarbrücken, Saarland

Produkte des Monats  
Wissenschaftler / Wissenschaftler  
mit Promotions (in der Physik,  
Supraleitungstechnik,  
Physikalische Technische Universität  
PTU - Braunschweig, Niedersachsen)

Nachrichten  
14.08.2025, Hannover • Industrie & Technologie  
Mit dem Radfahrer zum Sieg  
Dank doppelseitiger Präzisionsanordnung hat das  
Radfahrer die die doppelte Manufaktur Challenge  
im Rahmen der Digital Interface Conference  
Conference in den USA für sich entschieden.

14.08.2025, Hannover • Industrie & Technologie  
STMicroelectronics und Metasurface-Optiken  
Eine neue Vereinbarung gibt ST Zugang zum Know-how  
von Metasurface und die Technologie- und  
Fertigungsplattform von ST für die 300-nm-Halbleiter-  
und Optoelektronik- und -qualifikation zu  
erweitern.

14.08.2025, Hannover • DFG  
Physikkonferenz: Rekordanteil erneuerbarer Energien  
2024  
Um die Ziele des Pariser Abkommens für 2030 zu  
erreichen, muss dieser Anteil noch stärker wachsen.

14.08.2025, Hannover • Forschung  
Wissenschaftler auf lange gesuchte „Quanten-Spin-  
Flüssigkeit“ entdeckt  
Nach Jahrzehnten der Suche konnte nun ein exotischer  
Materialzustand gefunden werden – ein  
internationaler Team mit Beteiligung der PTU  
präsentiert entsprechende Resultate.

pro-physik Newsletter  
Top: Wissenschaft, Industrie und  
Technologie und viele weitere  
aktuelle Nachrichten aus der Physik!  
Hier! Mail senden  
Mit Ihrer Anmeldung stimmen Sie  
unserer Datenschutzerklärung  
zu.  
Anmelden

Göttingen 8. + 11.9.25  
Physik  
jobbörse  
DFG WILEY

Rezeptionen  
SOFIA

Print



PRODUKTE / FIRMEN

**Hochgenauer Lock-in-Verstärker**

Hersteller: SI Scientific Instruments  
Angebot: Zweiphasen-Lock-In-Verstärker  
SR865A mit vielen neuen Funktionen, wie z. B.  
Delta-f-Demodulation oder Anzeige des FFT-  
Spektrums von Ein- oder Ausgangssignalen.  
Merkmale: Das Gerät verwendet ein Hoch-  
geschwindigkeits-FPGA, in dem der Demodula-  
tor, der Verstärker und die Ausgangs-  
filter integriert wurden. Ein hochauflösendes  
Touchscreen-Display stellt das Messergebnis  
von Betrag, Phase, Real- und Imaginärteil  
gleichzeitig numerisch oder grafisch dar. Die  
Bedienung ist intuitiv, denn alle Gerätefunk-  
tionen sind über das Frontpanel erreichbar.  
Durch den integrierten Webserver lässt sich  
der SR865A vollständig über einen Webbrowser  
steuern.  
Der Lock-In deckt den Frequenzbereich  
von 1 mHz bis 4 MHz ab. Das Messsignal  
wird symmetrisch oder unsymmetrisch an-

geschlossen, wobei der Verstärkungsfehler  
bei max. 1 % liegt. Das Eingangsrauschen ist  
außerordentlich gering und wird mit typisch  
2,5 nV/Hz bei 1 kHz angegeben. Ohne Signal-  
vorfilterung ist die nutzbare Dynamikreserve  
>120 dB. Zur Glättung des Restrauschens sind  
Zeitkonstanten von 1 µs bis 30.000 s in 1- und  
3-er Schritten wählbar. Filterflanken von 6,  
12, 18 oder 24 dB/Oktave unterdrücken nahe-  
liegende Störfrequenzen. Die zu messende

Signalfrequenz wird entweder über den  
intern eingebauten Generator oder extern  
zugeführt. Harmonische der Signalfrequenz  
lassen sich detektieren. Zusätzlich kann ein  
SR865A-Lichtkühler über ein AUX-Kabel auf  
die interne Referenzfrequenz gelockt werden.  
Um mehrere Lock-In-Verstärker oder an-  
dere im Messaufbau involvierte Messgeräte  
zu synchronisieren, enthält das Gerät einen  
10 MHz Referenzoszillator. Außerdem verfügt  
es für automatisierte Messaufgaben über alle  
gängigen Schnittstellen (GPIB, RS-232, USB,  
HDMI- und Ethernet-Interface).

SI Scientific Instruments GmbH  
Römersgr. 67  
82205 Gillingen  
Tel.: +49 (0)805 7794-0  
E-Mail: info@si-gmbh.de  
Website: www.si-gmbh.de



# Webinars and Videocast

## Webinars

A Webinar is an audiovisual online presentation that you can broadcast either live or pre-recorded. Both the speaker and viewers and/or listeners participate using their own computers.



Format	Rate (€)
Webinar	10,000

We offer an attractive bulk discount.

## Videocasts

Videocasts have become an important and efficient means of online communication. Products requiring explanation or complex processes can be clearly presented in a lively manner, while companies can appear in a holistic way with an added personal touch. A further advantage is the fact that the information can be accessed at any time.

pro-physik.de has its own video channel for you to present your pre-recorded videos.

Booking period 3 Months	Rate (€)
Videocast	1,500

A Webinar usually lasts one hour: 45 minutes for the presentation itself, 15 minutes for Q&A.

The Webinar is recorded and remains six months year after its initial broadcast in the archive on pro-physik.de.

Webinars are ideal for a comprehensive presentation of new products and technologies, as well as training or other corporate information events.

Alongside technical and logistical support, various other measures are included in the rate so as to generate the maximum number of participants. These include banners on the website and in the E-Newsletters.

## Your benefits at a glance:

- Quality marketing contacts (leads)
- Heightened brand awareness among your target group
- Attract a new audience that is otherwise difficult to reach
- Direct, valuable feedback from participants
- Long-term availability on demand (six months)



**Warum sich diese Wälzkolbenpumpe lohnt**

18.08.2022 - Für öl- und partikelfreie Anwendungen ist die neue mehrstufige Wälzkolbenpumpe ACP 90 von Pfeiffer Vacuum optimal geeignet.

Mit ihrer eingebauten Intelligenz erzielt sie ein hohes Saugvermögen bei hohem Druck und ist mit nur 2 kW bei Atmosphärendruck eine energieeffiziente Lösung. Die Pumpen sind aufgrund ihrer speziellen Konstruktion robust und für häufiges Abpumpen größerer Volumina geeignet. Einsatzgebiete sind Trocknung, Beschichtung sowie Halbleiter- und F&E-Anwendungen.

**PFEIFFER VACUUM ACP90**

Now air cooled dry pump  
Design for Industry and R&D

Klicken und Video ansehen!

Erfahren Sie mehr über die Anwendungsbereiche unserer Produkte

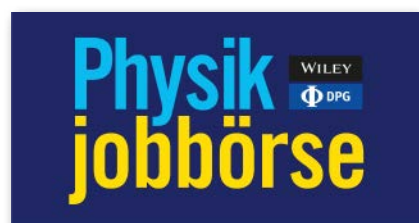
# Job Fairs

If you are looking for physicists, the Job Fairs presented by Wiley-VCH and the DPG are the events to attend! We offer three different formats that have already been successfully run several times:

- a Job Fair as a presence event at the DPG Spring Meetings
- Virtual Job Fairs
- Job Fairs in combination with an Advertorial

## Marketing for the Job Fairs

- Print Advertisements (e. g. Physik Journal)
- Editorial announcement on pro-physik.de
- Banner in the physics E-Newsletter with a total of 38,000 recipients
- Stand Alone physics newsletter
- Cover letter of the DPG to all relevant DPG members



## Job Fair as a presence event at the DPG Spring Meetings

The German Physical Society (DPG) is the world's largest professional society with approximately 51,000 members and organizes the DPG Spring Meetings every year.

The well-known and successful DPG Job Fair is held here as an attendance event. A limited number of presentations (slots) are available each day. Companies, institutes and consulting firms present their career opportunities and entry-level opportunities.

More than 5,300 physicists are expected in Dresden and 1,300 in Mainz. Experience has shown that both job fairs are very well attended.

### Services:

- Slot: a room with technical equipment
- Meeting Point: a meeting point will be available on the day of your slot in Dresden (community booth). Here you can talk to attendees and provide information material in a relaxed atmosphere throughout the day.

**Your benefits:** many interested students and young professionals in one place, a hosted event, and only a small time commitment by job providers.

### Dates:

Mainz: March 03-05, 2026  
Dresden: March 10-12, 2026

### Registration deadline:

December 15, 2025

### Rates:

€ 5,300 for one Job Fair  
€ 9,500 for both Job Fairs



## Virtual Job Fair

You can deliver your online audiovisual presentation as a live lecture or as a recorded version (on demand). The entire event lasts one hour: 30 minutes presentation and 30 minutes Q&A. Moderation is provided by the experienced Physik Journal team.

### Services:

- Slot: proven technology, rehearsal for all speakers, experienced moderation
- Extensive marketing for interested parties
- Creation of a company website with logo and presentation
- If the webinar is recorded, it will be available for eight more weeks on pro-physik.de

**Your benefits:** precise reachability of your target group, little time required for organizers, no travel costs

### Date in June:

June 16-18, 2026

### Registration deadline:

April 20, 2026

**Rate:** € 5,300

### Date in November:

November, 10-12, 2026

### Registration deadline:

September 21, 2026



## Job Fair in combination with Advertorial

An advertorial is offered to complement the events. Format: 1/1 page 4C.

- The advertorial will be placed prominently in the Physik Journal before the Job Fair.
- It can be designed in the form of an interview or as a recruitment advertisement.

• Two options are offered: The print data for the advertorial is supplied by your company or our editorial team creates the content and layout together with your company.

**Rate:** € 1,980 (instead of € 8,700) for each Advertorial



# Recruiting

The personnel demand for physicists is very high in many companies. It is therefore advantageous for employers to regularly present themselves to the target group as an innovative and friendly company with interesting fields of activity.

In the Physik Journal, we offer the following options in addition to the classic job advertisements for recruiting:

- Image-advertisements
- Supplement and
- Advertorials

A mix of these three options offers an attractive variety in addressing your target audience.

## Image-Advertisement

If you want to publish information about your company and career opportunities, then an image ad in the Physik Journal is the appropriate format. A large proportion of the readership are physics students and young professionals. In this way, you can reach your desired target group precisely.

### Services

- Publication in the Physik Journal with a circulation of approx. 45,000 issues
- Publication on pro-physik.de within the e-paper of the Physik Journal
- Publication in the job market on pro-physik.de and in the E-Newsletter

### Your benefits

- Perfectly fitting your target group
- Placement in a first-class editorial environment
- Valuable presentation

### 1/1 Image-advertisement

Size: 210 mm × 297 mm  
Format: PDF-file with 300 dpi and 3 mm crop

Rate: € 8,700



## Supplement (2 pages)

Would you like to present your company in more detail? Then choose the two-page supplement. You can present your company and your career opportunities on two pages in more detail. You can show your branding appropriately, let a young professional have his say or draw attention to a workshop.

### Services

- Publication in the Physik Journal with a circulation of approx. 45,000
- Publication on pro-physik.de within the e-paper of the Physik Journal
- If you wish, we can print the supplement for you for a fee covering the printing costs

### Your benefits

- Plenty of space for your presentation
- Thicker paper automatically stands out more
- Perfectly fitting your target group
- Placement in a first-class editorial environment



### Supplement

2 pages as a PDF-file:  
Size: 210 mm × 297 mm  
Format: PDF-file with 300 dpi and 3 mm crop

Rate: € 8,700

## Advertorial

The advertorial can take the form of an interview or a short article. There are two options: you can either provide us with a ready-made PDF or you can call on the professional support of the Physik Journal editorial team to create the advertorial for you. In this case, you provide us with text and images and we take care of the rest. You don't want to write the text yourself? No problem, the Physik Journal editorial team will be happy to support you. There are no limits to your creativity: for example, your advertorial could be an interview or maybe a report by a young professional.

### Services

- Design of your advertorial by our layout team
- Correction of the text by the editorial team of the Physik Journal
- Publication in the Physik Journal with a circulation of approx. 45,000 issues
- Publication on pro-physik.de within the e-paper of the Physik Journal

### Your benefits

- Can be created in the layout of the Physik Journal
- Has the effect of an independent editorial contribution
- Clearly differs from ads

### Advertorial

- with editorial support  
appr. 4,000 characters incl. spaces with one image or  
appr. 3,100 characters incl. spaces with two images

Rate: € 8,900

- without editorial support  
finished PDF-file with 300 dpi and 3 mm crop

Rate: € 8,700





Rates for entries in other physics journals  
available upon request.



# Rates | Technical Details

Format	Rate (€)
<b>Banner advertisement (per Month)</b>	
Leaderboard (728 x 90 px)*	1,890
Wide Skyscraper (160 x 600 px)*	1,760
Medium Rectangle (300 x 250 px)*	1,580
*A Large Mobile Banner (320 x 100 Pixel) must also be supplied for the mobile-optimized version.	
<b>Physics E-Newsletter (4 newsletters)</b>	
Fullsize Banner (468 x 60 px)	2,320
Feature Newsletter (image, text + URL)	2,490
<b>Product of the Month / Productinformation</b>	
Product of the Month	2,350
Productinformation Print + Online (Booking period 6 months) – 1 Portal	990
Productinformation Extension (6 months)	620
<b>Webinar</b>	10,000
<b>Videocast</b>	1,500
<b>Content Ad</b>	2,100
<b>Content Premium-Package</b>	5,120
<b>Top Feature Portal</b>	2,930
<b>Calendar of events</b>	550
<b>Job ads (4 weeks online)</b>	
<b>2-in-1 package (online + E-newsletter)</b>	
Designed job ad	1,350
Designed job ad for PhD/Postdoc positions	920
<b>Online</b>	
Text ad for PhD/Postdoc positions	520
	<b>Rate per mm height</b>
<b>3-in-1 package (online, E-newsletter + print)</b>	
90 mm width	17.00
180 mm width	34.00
Top-Job   Upgrade	300

## Banner

Maximum file size for all file types is 200 kb.

## Dimensions accepted:

- Leaderboard (728 x 90 px)\*
- Wide Skyscraper (160 x 600 px)\*
- Medium Rectangle (300 x 250 px)\*
- \* additionally Large Mobile Banner (320 x 100 px) for the mobile-optimized version.

## Accepted file formats:

- DoubleClick Tags
- GIF, JPG & PNG
- HTML5 <https://goo.gl/QY0EMJ>
- Third-party tags from DFP certified vendors found here: <https://goo.gl/1bJSmc>

## HTML5 Guidelines

HTML5 requirements: <https://goo.gl/rYMVcf>  
The Interactive Advertising Bureau (IAB) is an advertising business organization that develops industry standards, conducts research, and provides legal support for the online advertising industry. The IAB provides the following HTML5 Guidelines for Ad Designers & Creative Technologists: <http://www.iab.net/html5>

## E-Newsletter Sponsoring

### Full Size Banner (468 x 60 px)

- GIF, JPG & PNG (static image for newsletter ads)

### Feature Newsletter

- Image (GIF, JPG & PNG; 760 x 470 px)
- Headline max. 55 characters
- Text max. 220 characters
- Web-Link

## Product of the Month/Productinformation

- Image (TIF, JPG & EPS; min. 300 dpi)
- max 1,600 characters
- Web-Link
- E-Mail link

## Content Ad

- Image (GIF, JPG & PNG; 760 x 470 px)
- Headline max. 55 characters
- Teasertext max. 220 characters
- Web-Link

## Content Premium-Package

- Details please see page 4

## Top Feature Portal

- Headline
- Teaser text (max. 150 characters)
- Text (max. 4,000 characters – please formulated factually and neutrally)
- At least 1 image (665 x 450 px; max. 250 KB), further images possible (format as above)
- Captions with exact assignment to the images
- Target URL if possible

## Calendar of events

- Name, location, date and time of the event
- Image (GIF, JPG & PNG; 760 x 470 px)
- Teasertext max. 220 characters
- Text max. 2,000 characters
- Web-Link

## WebSeminar/Videocast/List of suppliers

These formats are not standardized.  
Please contact us for technical details.

All Rates are subject to the statutory VAT.

The new Rate list comes into effect on October 01, 2025 and supersedes all previous Rate lists.

# 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.

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- 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.
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# Advertising and Reprint Production Terms and Conditions

## PRICING

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## CANCELLATION

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27. On receipt of a cancellation request, Wiley will use reasonable commercial endeavours to ensure the Advertising is not published or for Online Advertising, that it is withdrawn, however Wiley will not be liable for any loss or damage that may be occasioned by the publication of Advertising cancelled by the Customer after the Materials Due Date or Insertion Order is received.
28. Reprint cancellations will be subject to a cancellation fee based on the value of the total order (excluding shipping and expedited delivery charges) and the point in the production process which has been reached at the time Wiley receives the cancellation:

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

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32. Customer shall pay all invoices in full will be made within 30 days of the date of an invoice, unless otherwise agreed in writing between the Parties.
33. If the Customer fails to make any payment due to Wiley under this Agreement by the due date, then, without limiting Wiley's remedies, the Customer shall pay interest on the overdue amount at a rate which will be the lesser of: (i) 0.5% per month, such interest to accrue on a daily basis from the due date until actual payment of the overdue amount, whether before or after judgement; or (ii) any relevant maximum statutory rate allowable in the jurisdiction where the Wiley entity is located, such interest to accrue in accordance with the relevant statutory provisions. Customer shall pay the interest together with the overdue amount.
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# WILEY

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