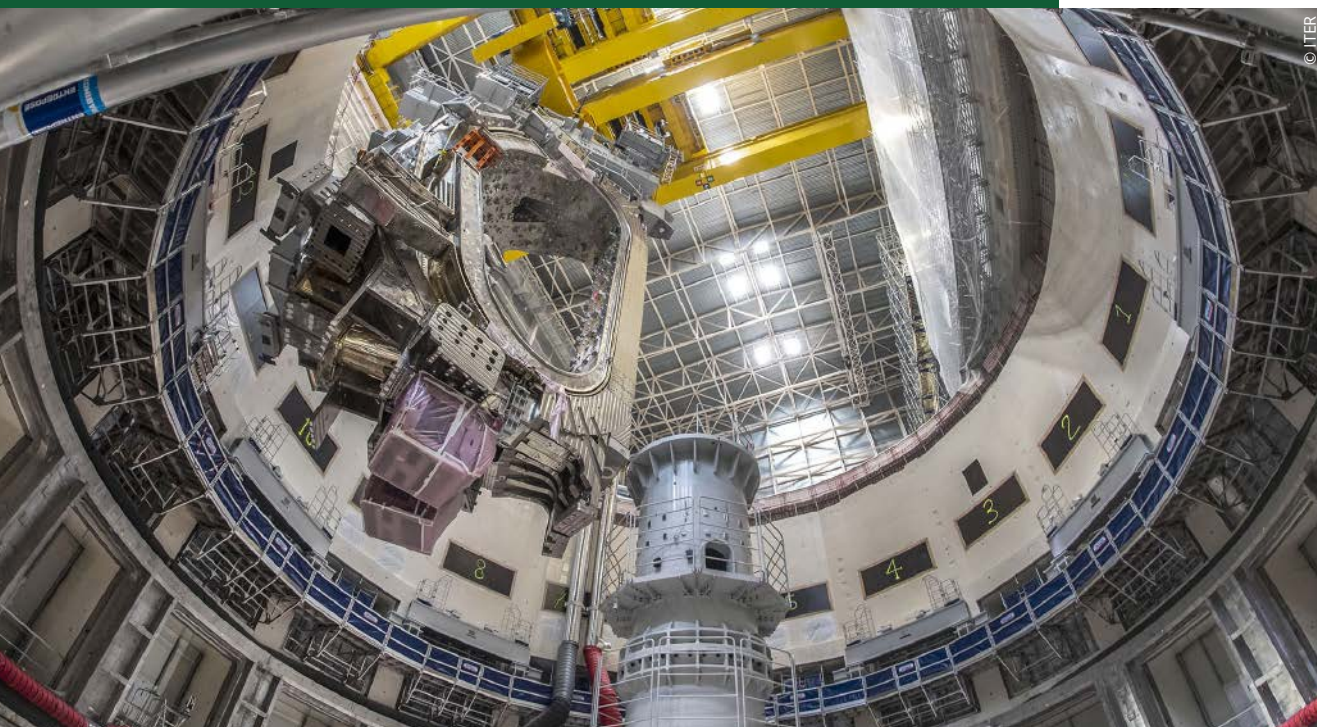


WILEY



## 2023 Media Guide

# Vakuum in Forschung und Praxis

Compelling solutions through  
strategic partnerships

[www.vip-journal.de](http://www.vip-journal.de)



# Vakuumpublisher in Forschung und Praxis

## Short description

*Vakuumpublisher in Forschung und Praxis (VIP) is the expert journal covering ion- and plasma-based vacuum coating methods and related technologies. This editorial focus is unique in German-speaking countries and serves as a link between research and practice.*

*VIP is aimed at scientists, engineers and technicians working in development, design, product management, marketing and sales. Carefully selected articles describe the fundamentals, further developments, applications and perspectives of vacuum coating – a key process in many high-tech markets.*

*The magazine part contains news on the markets and research institutes, networks and associations as well as product information, conference reports and upcoming events. Practice-oriented glossary articles summarize basic knowledge on relevant processes and methods, while the physical and technical background is presented for new products.*

*In addition, VIP offers the latest news from the sector on the pro-physik.de physics portal and a subscription to the online version via the WILEY ONLINE LIBRARY.*

## Content

2	Short description/Overview	9	Technical Details
3	Prices & Formats	10	pro-physik.de
4	Prices & Formats	11	General Terms and Conditions
5	Formats	12	General Terms and Conditions
6	Dates & Contents	13	Contact
7	Dates & Contents	14	Publisher
8	Advertorials		

## Overview

**Publication Frequency**  
6 times a year

**Volume**  
Volume 35, 2023

**Print Run**  
3,000

**Commercial Manager**  
Jörg Wüllner

**Senior Account Manager**  
Änne Anders

**Editorial**  
Dr. Oliver Dreissigacker  
Lisa Kleinen

**Annual Subscription**  
Print: € 554  
Online: € 531  
Print + Online: € 597  
Single Issue: € 105  
plus VAT

cs-germany@wiley.com

**ISSN**  
0947-076X (print)  
1522-2425 (online)

**Journal Format**  
DIN A4

**Organ**  
Organ of the DVG  
Deutsche Vakuumpublisher-  
Gesellschaft e. V.

## Prices & Formats

Advertisements	Width / height (mm)	Price €
1/1 Page	187 x 250	5,750
2/3 Page	120 x 250	4,540
2/3 Page	187 x 166	4,540
Juniorpage	119 x 186	4,130
1/2 portrait	90 x 250	3,610
1/2 landscape	187 x 125	3,610
1/3 portrait	60 x 250	2,900
1/3 landscape	187 x 84	2,900
1/4 portrait	90 x 128	2,440
1/4 landscape	187 x 63	2,440
1/8 portrait	90 x 63	1,950
1/8 landscape	187 x 30	1,950

### Prominent Positioning

Front Cover & Caption		4,920
2 <sup>nd</sup> or 4 <sup>th</sup> cover	210 x 297*	6,080

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

### Surcharges

Ads extending into bleed area	300
-------------------------------	-----

Surcharges are not eligible for discount

Inserts	Width / height (mm)	Price €
1 sheet = 2 pages*	210 x 297	5,750
2 sheets = 4 pages*	420 x 297	7,365

Price for inserts without stuck-on post cards or samples for the entire print run

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

Loose Inserts	Weight	Price €
loosely inserted up to 25 g per item and up to a format of 200 x 287 mm (only for German distribution)		
Print run 3,000 copies	up to 25 g	2,350

Heavier supplements upon request

### Discounts

for several ads within 12 months (year of insertion)

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

Jobs and opportunities ads are not eligible for discount

We grant combination discounts.

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

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



### Terms of Payment:

Payment within 30 days without deduction.

### Bank details:

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

VAT-Id.No.: DE136766623

Tax No.: 47020/29082

All prices are subject to the statutory VAT.

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

## Prices & Formats

### List of Products & Suppliers

Each issue of Vakuum in Forschung und Praxis contains a list of suppliers for all areas of vacuum and plasma technology and thin films. The printed line is 45 mm wide and includes around 34 characters. Spaces count as characters. The sections are in German and English and can be added to at any time. List of supplier entries are run until cancelled. Minimum booking is for one year (= 6 issues).

**All entries are additionally placed online on [www.pro-physik.de](http://www.pro-physik.de) free of charge.**

#### Example for premium entry



VAT  
 Vakuum-Apparate-Technik  
 Deutschland GmbH  
 Zur Wetterwarte 50, Haus 337/G  
 01109 Dresden  
 Tel.: +49 351 501 934 00  
 Fax: +49 351 501 934 01  
 de@vatvalve.com  
 www.vatvalve.com

#### Example for basic entry

METALLIC FLEX GmbH  
 Tel. 0049 5606 563 174  
 info@metallicflex.de  
 www.metallicflex.de

Premium Entry	€ / Issue and Keyword
---------------	-----------------------

Entry up to seven lines for company and contact details and company logo up to 10 mm logo height, 4c Company logos are placed above the address	130
--	-----

Basic Entry	€ / Issue and Keyword
-------------	-----------------------

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

#### Services Print and Online

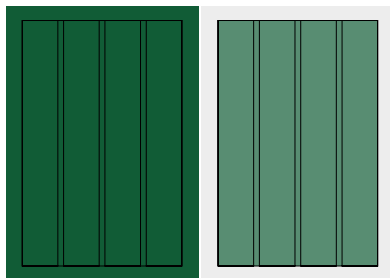
Vakuum in Forschung und Praxis circulation per issue	3,000
Unique visits pro-physik.de each month	35,000
Page impressions each month	73,000

Source: Plausible

#### Discounts

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

# Formats

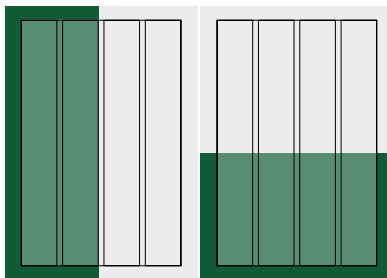


**1/1** Pages  
Type Area/Bleed Size

**Type Area:**  
187 x 250 mm

**Bleed Size:**  
210 x 297 mm  
+ 3 mm Overlap on all sides

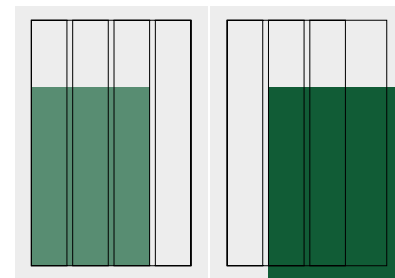
**Final Size:**  
216 x 303 mm



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

**Type Area:**  
portrait: 90 x 250 mm  
landscape: 187 x 125 mm

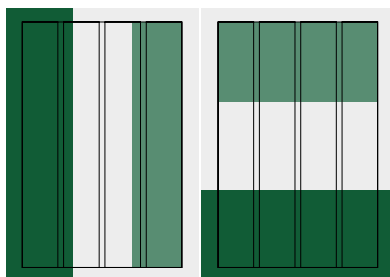
**Bleed Size:**  
portrait: 102 x 297 mm  
landscape: 210 x 147 mm



**Juniorpage**

**Type Area:**  
119 x 186 mm

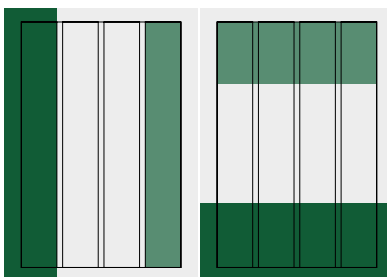
**Bleed Size:**  
134 x 209 mm



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

**Type Area:**  
portrait: 60 x 250 mm  
landscape: 187 x 84 mm

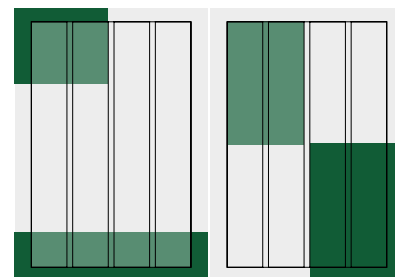
**Bleed Size:**  
portrait: 70 x 297 mm  
landscape: 210 x 104 mm



**1/4** Pages  
Type Area/Bleed Size

**Type Area:**  
portrait: 90 x 128 mm  
landscape: 187 x 63 mm

**Bleed Size:**  
portrait: 106 x 151 mm  
landscape: 210 x 82 mm



**1/8** Pages  
Type Area/Bleed Size




**Type Area:**  
classic: 90 x 63 mm  
landscape: 187 x 30 mm

**Bleed Size:**  
classic: 100 x 86 mm  
landscape: 210 x 48 mm

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

# Dates & Contents

Issues	1 February	2 April	3 June
Publishing Date	13 February 2023	13 April 2023	13 June 2023
Advertising Deadline	13 January 2023	13 March 2023	10 May 2023
Editorial Deadline	18 November 2022	16 January 2023	15 March 2023

Trade Shows   Conferences	 <b>DPG-Tagungen (Germany)</b> Hanover, March 06-10 Dresden, March 20-24   23-31	 <b>Hannover Messe</b> Hanover, Germany April 17-21	<b>Intersolar Europe</b> Munich, Germany June 14-16
	 <b>PUMPS &amp; VALVES 2023</b> Dortmund, Germany March 29-30	<b>Sensor + Test</b> Nuremberg, Germany May 09-11	
	<b>W3+ Fair</b> Wetzlar, Germany March 29-30	<b>SMTconnect</b> Nuremberg, Germany May 09-11	
		<b>Control</b> Stuttgart, Germany May 09-12	
		<b>SVC Annual Technical Conference</b> National Harbor, MD, USA May 06-11	
		<b>International Conference on Metallurgical Coatings and Thin Films (ICMCTF)</b> San Diego, CA, USA May 21-26	

Focus	<b>Pump technology: networking and digitalization</b> <ul style="list-style-type: none"> <li>· New planning supports and diagnostic tools</li> <li>· Intelligent control, remote access and monitoring</li> <li>· Integration into industrial plants and large-scale research facilities</li> </ul>	<b>35 Years ViP – Anniversary Edition</b> <ul style="list-style-type: none"> <li>· Advances in vacuum measurement and pump technology</li> <li>· New concepts in process equipment and thin film technology</li> <li>· Traditional companies and newcomers in vacuum, plasma, thin-film and surface technology</li> </ul>	<b>Vacuum for Quantum Technology</b> <ul style="list-style-type: none"> <li>· Thin film quantum materials</li> <li>· Vacuum for quantum experiments</li> <li>· Cryogenics</li> <li>· High-tech vacuum valves</li> <li>· Faster computers</li> <li>· Superior sensors</li> </ul>
-------	--	--	--



**KNOWLEDGE COMPACT:**

**Lexicons:** Surface Analysis | **GIG** – Learned is Learned: Fundamentals of Vacuum Technology

**Permanent Sections**

**News:** Industry and Research | **Products:** Information and Reports | **Community:** Companies, Institutes, Persons  
**Events:** Preview and Follow-Up of Trade Fairs and Conferences | **Perspectives:** New Applications, New Processes, Future Markets

## Dates & Contents

Issues	4 August	5 October	6 December
Publishing Date	17 August 2023	12 October 2023	15 December 2023
Advertising Deadline	19 July 2023	12 September 2023	16 November 2023
Editorial Deadline	24 May 2023	18 July 2023	21 September 2023
Trade Shows   Conferences	 <b>EFDS V2023</b> Dresden, Germany September 19-21	<b>eMove360° Europe</b> Munich, Germany October 24-26	
	<b>POWTECH</b> Nuremberg, Germany September 26-28	 <b>PUMPS &amp; VALVES 2023</b> Zurich, Switzerland October 25-26	
	<b>parts2clean</b> Stuttgart, Germany September 26-28		
Focus	<b>Surfaces for optics: equipment and applications</b> <ul style="list-style-type: none"> <li>· Photonic thin film systems</li> <li>· Functional surfaces on glass</li> <li>· Vapor deposition (CVD, PECVD), electron beam evaporation (EBE), atomic layer deposition (ALD), sputtering techniques</li> <li>· Batch and inline systems</li> </ul>	<b>Vacuum in analytics: Methods, Equipment, Applications</b> <ul style="list-style-type: none"> <li>· Miniaturization in pump technology</li> <li>· Vacuum measurement technology</li> <li>· Mass spectrometry, electron spectroscopy, X-ray analysis</li> <li>· Combinations of methods</li> </ul>	<b>Vacuum technology and energy: from flywheel to superconductivity</b> <ul style="list-style-type: none"> <li>· Tribological coatings</li> <li>· Thin film solar cells</li> <li>· Vacuum and plasma technology for fusion plasmas</li> <li>· Surface technology for fuel cells and electrolyzers</li> <li>· Conversion and chemical storage</li> </ul>

### KNOWLEDGE COMPACT:

**Lexicons:** Surface Analysis | **GIG** – Learned is Learned: Fundamentals of Vacuum Technology

### Permanent Sections

**News:** Industry and Research | **Products:** Information and Reports | **Community:** Companies, Institutes, Persons  
**Events:** Preview and Follow-Up of Trade Fairs and Conferences | **Perspectives:** New Applications, New Processes, Future Markets

# Advertorials

An advertorial is the best way to present comprehensive information about your products and applications using your own corporate identity – you are responsible for both the content and layout. There are no editorial changes, removing the need for a second, time-consuming print approval, making this particularly attractive for global companies.

Advertorials can just as easily be designed using the journal's layout, allowing for an image transfer from the journal to the product/application while increasing brand sympathy.

Advertorials convey a high degree of credibility, resulting in a greater awareness and advertising efficacy among the readership.

Advertorial	price €*
2 pages	6,130
3 pages	8,715
4 pages	11,480

\* all rates include two full PDF correction runs. Only from the third PDF on there will be charged 45 € per PDF as handling fee.

## Example 2 pages Advertorial

**SICHERHEITSMANAGEMENT**

### Mit Sicherheit verkaufsfördernd

Videouberwachungssysteme verhindern nicht nur Ladendiebstähle, sondern können Händlern auch helfen, die Kaufabsichten eines Kunden frühzeitig zu erkennen



Einzelhändler treffen täglich tausende Entscheidungen, um den Umsatz zu steigern. Sie überlegen sich zum Beispiel, wo die Proben mit den neuesten Düften aufgestellt werden sollten. Das ist am besten natürlich dort, wo besonders viele Kunden vorbeikommen. In Supermärkten stehen die neuesten DVDs im Kassenbereich, um die Kunden zu einem Impulskauf zu bewegen. Diese und viele andere kleine Entscheidungen machen den Unterschied, ob das Tagesumsatzziel erreicht wird – oder eben nicht.

Natürlich gibt es auch Entscheidungen mit größerer Tragweite: Wie viele Verkaufsmitarbeiter muss der örtliche Kleidungsdiscounter in der Vorweihnachtszeit einstellen? Was ist zahlenmäßig das beste Verhältnis zwischen Kassierern und Einrumpfpersonal? Wird am verkaufstiefsten Sonntag bei schönem Wetter mehr Betrieb in der Gartenabteilung des Baumarktes herrschen oder in der Küchen- und Badabteilung? Und wie wirkt sich das auf die Personalbesetzung aus?

Solche Entscheidungen werden im Einzelhandel auf der Basis ganz unterschiedlicher Faktoren getroffen: Bauchgefühl, Erfahrungswerte, Wetterbericht oder einfach gesunder Menschenverstand. Immer mehr Einzelhändler nutzen inzwischen aber eine Technologie, an die die wenigsten denken würden, wenn sie Entscheidungen genauer, verlässlicher und schneller treffen wollen – das Sicherheitssystem.

**Mehrwert von Videouberwachungssystemen**  
Mit Videouberwachungssystemen werden üblicherweise Ladendiebstähle verhindert. Außerdem lassen sich kriminelle Handlungen dadurch auch zu einem gewissen Grad vorhersagen. Das gleiche

Konzept lässt sich über die Sicherheit hinaus auch für kommerzielle Zwecke nutzen. Die einfache Überlegung: Wenn am verdächtigen Verhalten eines Kunden ein drohender Ladendiebstahl oft schon vor der eigentlichen Tat erkannt werden kann, warum sollte diese Methode nicht auch dabei helfen, die Kaufabsichten eines Kunden frühzeitig zu erkennen? Viele Einzelhändler haben dieses besondere Potenzial ihrer Sicherheitssysteme allerdings noch nicht erkannt.

Videouberwachungssysteme werden häufig an öffentlichen Orten eingesetzt, um Straftaten zu erkennen, noch bevor diese geschehen. Im Einzelhandel wird die Videoanalyse in erster Linie eingesetzt, um Ladendiebstähle zu verhindern und um Bereiche wie Lagerhallen oder -räume zu überwachen. Dazu wird das System so programmiert, dass das Sicherheitssystem alarmiert wird, wenn sich eine unbefugte Person beispielsweise länger an einem Ort aufhält, oder sich auf eine auffällige Art und Weise bewegt. Das Sicherheitssystem kann dann im Ernstfall schneller handeln.

In einem Geschäft können solche Bewegungsmuster jedoch auch etwas ganz anderes beude-

**SICHERHEITSMANAGEMENT**

Mehr zum Einsatz von Videotechnik ab Seite 33



Videouberwachungssysteme verhindern nicht nur Ladendiebstähle, sondern können Händlern auch hilfreiche Einblicke zur Verkaufsförderung bieten.

in ein bestimmtes Regal greifen. So könnte der Einzelhändler das teure Videospiel, das die Schüler der nahe gelegenen Schule scheinbar unbedingt haben möchten, zum Sonderpreis anbieten.

Die Auswertung der Kundenzahlen ist auch zur Verfolgung und Analyse von Trendverläufen beim Kundenaufkommen einsetzbar. Somit kann zu jeder Zeit eine angemessene Personalbesetzung garantiert werden. Stellen Sie sich zum Beispiel ein Juweliergeschäft mit mehreren Filialen in Düsseldorf vor. Hier kann die Geschäftsleitung durch den intelligenten Einsatz des bestehenden Videouberwachungssystems erkennen, dass in der Filiale auf der Kö werktags während der Mittagspause stets zu wenig Personal vorhanden ist. Entsprechend könnte zeitweilig Verkaufspersonal von anderen Filialen dorthin entsendet werden, was Ressourcen effizient nutzt und Kosten optimiert. Außerdem wäre gewährleistet, dass der Kunden stets eine optimale Betreuung erhalten und dadurch letztendlich bereit sind, mehr Geld auszugeben. Mit einer integrierten Lösung – inklusive einer Zugangskontrolle – kann der Einzelhändler außerdem problemlos Zugangskarten programmieren, mit denen dem Verkaufspersonal zu den Spitzenzeiten in mehreren Filialen der Zutritt gewährt wird.

Die per Videoanalyse ermittelten Kundenzahlen in Einkaufszentren könnten auch bei der Säm-

lung von Informationen für potenzielle Mieter von Verkaufsfächen helfen. Der Vermieter hat gute Argumente für zukünftige Einzelhandelspartner an der Hand, wenn er belegen kann, in welchen Bereichen des Einkaufszentrums wüchentlich, monatlich oder jährlich der größte Kundenbetrieb herrscht. Zunehmend interessant dürften diese Informationen auch für Betreiber von sogenannten „Pop-up-Stores“ wie beispielsweise einer Fruchtsaftbar sein.

**Umsatzbringer Sicherheitslösung**  
Selbst Einzelhändler, denen die Möglichkeiten der Videoanalyse nicht zur Verfügung stehen, können Alarm- oder Zutrittskontrollsysteme für nicht sicherheitsbezogene, gewerbliche Zwecke einsetzen. Einige Privatbankkunden verwenden heute schon Systeme, die anzeigen, wenn ein Kunde eine Broschüre aus dem Regal nimmt. Der entsprechende Kundenberater – beispielsweise ein Spezialist für Immobilien- oder Konsumkredit – kann sich dann direkt an den Kunden wenden und eine weitere Beratung anbieten.

Letztendlich lohnt es sich auch einen Blick auf die Aufgaben des Sicherheitssystems zu werfen. Obwohl sie Verluste durch Ladendiebstahl verhindern, werden sie doch von den meisten Einzelhändler als zusätzlicher Kostenaufwand betrachtet. Wenn Sicherheitssysteme aber wicher-

tige – und potenziell umsatzfördernde – Informationen zum Kaufverhalten der Kunden liefern, könnten die Aufgaben des Sicherheitssystems erweitert werden und somit direkt zur Umsatzsteigerung beitragen.

Immer mehr Einzelhändler erkennen, welche zusätzlichen Möglichkeiten die Sicherheitslösungen bieten. Die meisten unterschätzen aber das Potenzial dieser Lösungen als Umsatzbringer für ihr Geschäft. In einem harten wirtschaftlichen Umfeld zählt heutzutage jeder einzelne Verkauf. Jeden Kundenwunsch zu erkennen und zu bedienen, ist von entscheidender Bedeutung. Die Einzelhandelsbranche sollte schnell umdenken und Sicherheitssysteme als intelligente Lösung für bessere Geschäfte betrachten.

**Honeywell**

**Honeywell Security Group**  
Novar GmbH  
Johannes-Maube-Str. 14 · 72458 Albstadt  
Tel.: 07431/801-0  
info.security.de@honeywell.com  
www.honeywell.com/security/de



## Technical Details

### Journal format

210 x 297 mm (W x H), DIN A4  
187 x 250 mm (W x H), type area  
Columns: 3, column width 59 mm or  
Columns: 4, column width 45 mm

### Printing and binding

Offset, adhesive  
Print profile: ISO Coated\_v2

### Colors

Euroscale

### Delivery via e-mail:

sedam@wiley.com

### Only the following file formats can be processed:

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

### Unsecured files:

Photoshop  
InDesign

### Please note the following:

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

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

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

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

We accept all normal data media.

### Delivery

**via E-Mail** sedam@wiley.com



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

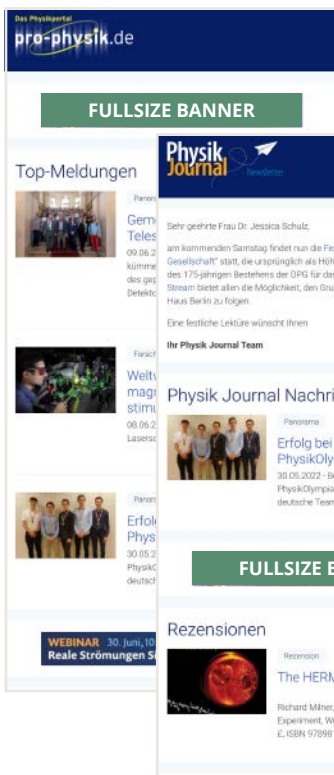
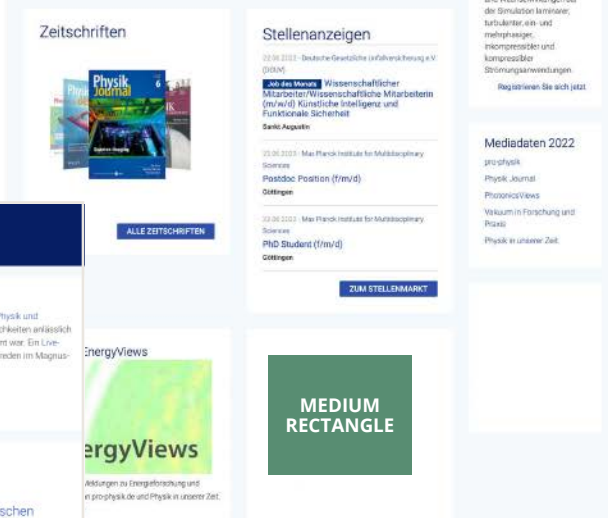
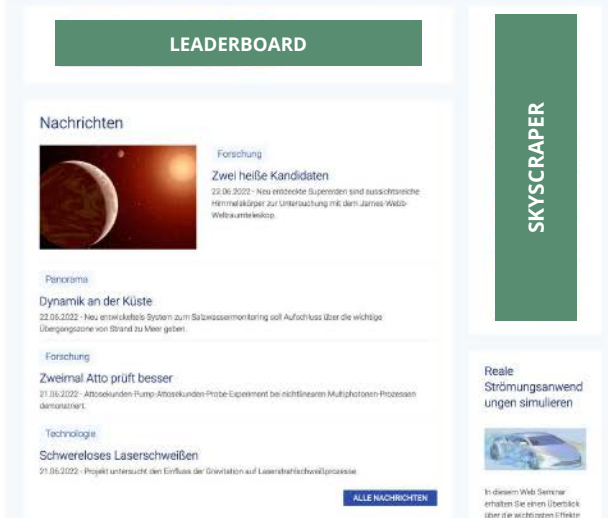
# pro-physik.de

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

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

pro-physik.de users mainly come from industry, research institutes and universities. The portal records 35,000 unique visits and 73,000 page impressions per month.

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



**Product of the Month**

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

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

And, thirdly, the product information features prominently in the corresponding monthly issue of Physik Journal (print run: 50,000).

**Cost: € 2,100**

**Webinar**

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

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

**Cost per Webinar: € 12,980**

**Content Ad**

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

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

**Cost/month € 1,700**

**Banner**

Banner format	Price €/Month
Leaderboard (728 x 90 px)	1,450
Wide Skyscraper (160 x 600 px)	1,600
Medium Rectangle (300 x 250 px)	1,400

**Physik E-Newsletter**

The physics e-newsletter is published weekly.

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

The e-newsletters pro-physik.de (6,000 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.

Banner format	Price/Month
Full Size Banner (468 x 60 px)	€ 1,700

# 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](http://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.

## Contact

Vakuum in Forschung und Praxis · Boschstrasse 12 · 69469 Weinheim · Germany · Fax +49 (0) 6201 606 100

### Media Consultants



Änne Anders  
Tel.: +49 (0) 6201 606 552  
aanders@wiley.com



Nicole Schramm  
Tel.: +49 (0) 6201 606 559  
nschramm@wiley.com



Jörg Wüllner  
Tel.: +49 (0) 6201 606 748  
jwuellner@wiley.com

### Editorial



Dr. Oliver Dreissigacker  
Tel.: +49 (0) 6201 606 181  
photonicsviews@wiley.com



Lisa Kleinen  
Tel.: +49 (0) 152 55 39 56 90  
vip-journal@wiley.com

### Sales Representatives



Jürgen K. Schwenkert  
PLZ 70-73, 75-89, 94  
Tel.: +49 (0) 89 89 40 44 15  
info@schwenkert.com



Thomas Wengenroth  
PLZ 35-36, 54-56, 60-69,  
74, 90-93, 95-98  
Tel.: +49 (0) 6163 93 80 707  
info@verlags-service.com

# WILEY

Wiley is a world leading publisher of academic, scientific and professional information, and the world's largest society journal publisher. Wiley has a rich source of essential content, including a large portfolio of peer-reviewed journals serving the knowledge ecosystem in science and engineering.

We develop bespoke projects, linked to an extensive range of publications available on Wiley Online Library. Our global online resource includes 1,700+ journals and over 8 million articles. Through the reach and credibility of our extensive portfolio, we support your marketing and customer engagement strategies, maximizing their impact.

## **Contact:**

Publisher:  
Wiley-VCH GmbH  
Boschstrasse 12  
69469 Weinheim  
Germany

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