

# WILEY

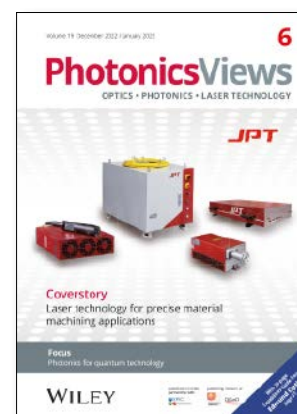


## 2024 Media Guide

# PhotonicsViews

Compelling solutions through  
strategic partnerships

[www.wileyindustrynews.com/en](http://www.wileyindustrynews.com/en)



# PhotonicsViews

## Short description

*PhotonicsViews is the leading European trade magazine for all optical technologies and the official publication of Photonics Germany and the German Society for Applied Optics (DGaO).*

*Target group are the decision makers for investments in laser, optics and photonics, users and developers from industry and research as well as management personnel and buyers. The magazine reports on photonic systems and components, their functions, their production and, above all, their application, especially those of industrial laser technology. In addition to technical innovations and highlights from research and development, business news from optics, photonics, laser and medical technology, equipment engineering, and tool making are also featured.*

*Each issue contains technical articles and application reports on selected key topics. Powered by the leading scientific publisher Wiley and its portfolio and included in WileyIndustryNews.com, PhotonicsViews is the platform for high-quality and referenceable publications in the B2B sector, and a partner of expert conferences such as the AKL Congress or the Stuttgart Laser Technology Forum SLT, or LAF.*

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

## Overview

**Publication Frequency**  
5 times a year

**Volume**  
Volume 21, 2024

**Print Run**  
10,000

**Commercial Manager**  
Jörg Wüllner

**Senior Account Manager**  
Änne Anders

**Editorial**  
Dr. Oliver Dreissigacker  
Sybille Lepper

**Subscription**  
WileyGIT@vservice.de

**Journal Format**  
DIN A4, 210 x 297 mm

## Content

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# Prices & Formats

Advertisements	width / height (mm)	Price €
1/1 Page	185 x 260	6,100
Juniorpage	137 x 190	4,350
1/2 Page portrait	90 x 260	3,990
1/2 Page landscape	185 x 128	3,990
1/3 Page portrait	58 x 260	3,100
1/3 Page landscape	185 x 85	3,100
1/4 Page classic	90 x 128	2,650
1/4 Page portrait	43 x 260	2,650
1/4 Page landscape	185 x 63	2,650
1/8 Page classic	90 x 63	2,150
1/8 Page landscape	185 x 30	2,150

## Preferred positions

Front cover & caption 4c	upon request	6,950
2nd or 4th cover	210x297*	6,700

\* plus 3 mm overlap on all sides

## additional costs

Bleed (3 mm)	300
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Bound-Inserts	width / height (mm)	Price €
2-sheet A4*	210 x 297	6,100

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

Loose inserts	weight	Price €
per 1000	up to 25 g	370

Loose inserts with higher weight upon request

## Discounts

for several ads within 12 months (year of insertion)

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

Jobs and opportunities ads are not eligible for discount

We grant combination discounts.

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

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



## Terms of Payment:

Payment within 30 days without deduction.

## Bank details:

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

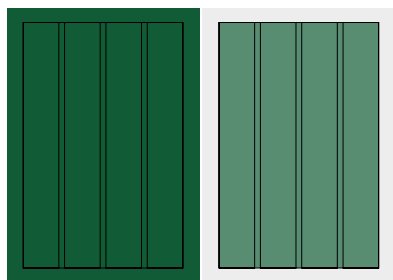
VAT-Id.No.: DE136766623

Tax No.: 47020/29082

All prices are subject to the statutory VAT.

The new price list comes into effect on 1 October 2023 and supersedes all previous price lists.

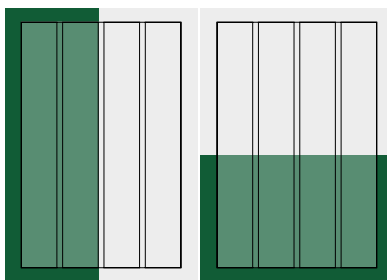
# Formats



**1/1** Page  
Type Area/Bleed Size

**Type Area:**  
185 x 260 mm

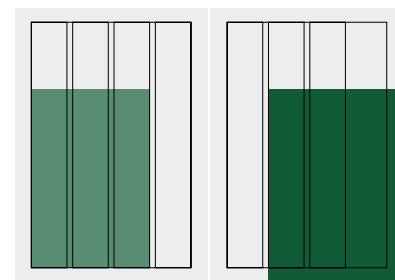
**Bleed Size:**  
210 x 297 mm



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

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

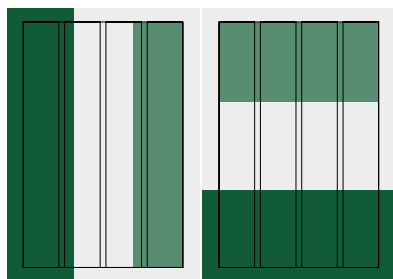
**Bleed Size:**  
portrait: 102 x 297 mm  
landscape: 210 x 147 mm



**Juniorpage**

**Type Area:**  
137 x 190 mm

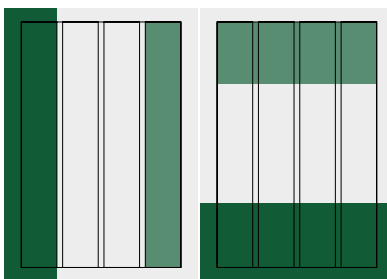
**Bleed Size:**  
147 x 209 mm



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

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

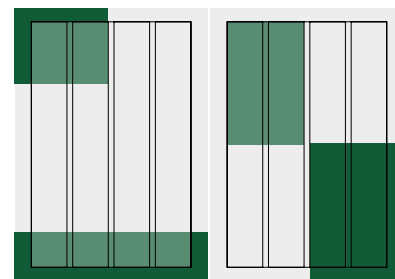
**Bleed Size:**  
portrait: 70 x 297 mm  
landscape: 210 x 104 mm



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

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

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



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

**Type Area:**  
classic: 90 x 128 mm

**Bleed Size:**  
classic: 102 x 147 mm

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

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

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

# Prices & Formats

## Directory of products & suppliers

Each issue of PhotonicsViews includes a list of suppliers.

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

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

### Example for premium entry

  
**MATERION**  
// BALZERS OPTICS  
Optics Balzers AG  
Balzers, Liechtenstein  
Phone +423 388 9200  
[www.opticsbalzers.com](http://www.opticsbalzers.com)

### Example for basic entry

POLYTEC GmbH  
76337 Waldbronn  
[www.polytec.de](http://www.polytec.de)  
[info@polytec.de](mailto:info@polytec.de)

Premium Entry	€/Year 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	960
Basic Entry	
Basic entry up to four lines for company- and contact details	420

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

# Technical Details

## Journal format

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

## Printing and binding

Offset, adhesive  
Print profile: ISO Coated\_v2\_300 (39L)L)

## Colors

Euroscale

## Delivery via e-mail:

sedam@wiley.com

## Only the following file formats can be processed:

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

## Unsecured files:

Photoshop  
InDesign

## Please note the following:

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

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

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

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

We accept all normal data media.

## Delivery

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

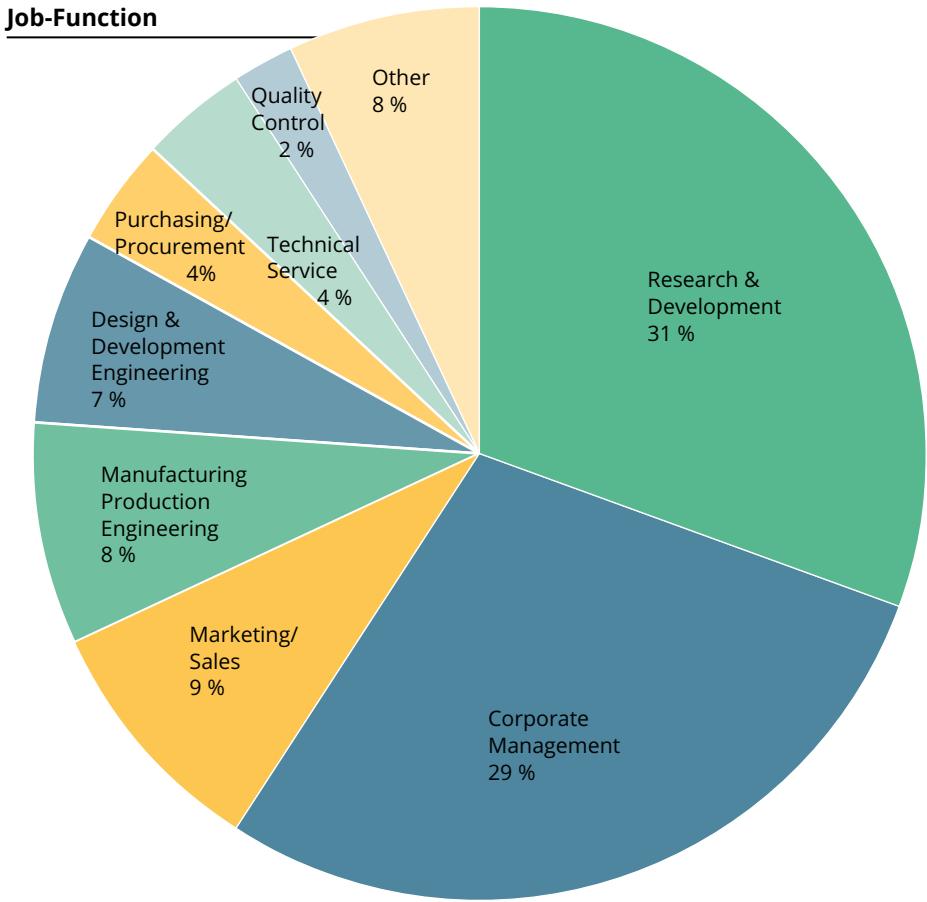


WILEY-VCH GmbH  
Silvia Edam  
Boschstraße 12  
69469 Weinheim, Germany  
Tel.: +49 (0) 6201 606-570

Analysis

Circulation Breakdown	%	Copies
GSA	60	6,032
International	40	3,968
Total circulation	100	10,000






Industry	%	Recipients
Optics/Precision Engineering	26.0	2,597
General Manufacturing	24.6	2,455
Scientific R&D	10.3	1,026
Industrial R&D	7.1	712
Electronics	5.7	573
Other	4.8	475
Medical Equipment	4.5	451
Semiconductor	3.2	322
Automotive	2.9	289
Consulting	2.3	225
Chemical	1.9	186
Aerospace	1.9	185
Government/Organizations	1.8	178
Printing	1.7	165
Military/Defense	1.6	161
Total	100	10,000





# Dates & Contents

Issues	1 January	2 April	3 June	4 September	5 November
Publication date	16 January 2024	03 April 2024	03 June 2024	02 September 2024	04 November 2024
Advertising deadline	11 December 2023	28 February 2024	19 April 2024	31 July 2024	30 September 2024
Editorial deadline	14 November 2023	01 February 2024	21 March 2024	04 July 2024	03 September 2024

		with Company Profiles			
Trade shows	 <b>SPIE Photonics West</b> Francisco, CA, USA January 27 – February 01	<b>SPIE Photonics Europe</b> Strasbourg, France April 07–11	 <b>SLT'24</b> Stuttgart, Germany June 04–05	<b>CIOE</b> Shenzhen, China September 11–13	<b>COMPAMED</b> Dusseldorf, Germany November 11–14
	<b>PHOTOPTICS</b> Rome, Italy February 21–23	<b>AKL'24</b> Aachen, Germany April 17–19	<b>SurfaceTechnology</b> Stuttgart, Germany June 04–06	<b>LANE 2024</b> Fürth, Germany September 15–19	<b>electronica</b> Munich, Germany November 12–15
	<b>Asia Photonics Show (APE)</b> Marina Bay Sands, Singapore March 06–08	 <b>Hannover Messe</b> Hanover, Germany April 22–26	<b>Sensor + Test</b> Nuremberg, Germany June 11–13	<b>ECOC</b> Frankfurt, Germany September 22–26	<b>formnext</b> Frankfurt, Germany November 19–22
	<b>W3+ Fair</b> Wetzlar, Germany March 13–14	<b>Control</b> Stuttgart, Germany April 23–26	<b>EPHJ</b> Geneva, Switzerland June 11–14	<b>W3+ Fair</b> Jena, Germany September 25–26	<b>Iaf 2024</b> Bremen, Germany November 27–28
	<b>LASER World of PHOTONICS CHINA</b> Shanghai, China March 20–22	<b>CLEO</b> Charlotte, NC, USA May 05–10	<b>SPIE Optics + Photonics</b> San Diego, CA, USA August 18–22	 <b>VISION</b> Stuttgart, Germany October 08–10	
		 <b>Optatec</b> Frankfurt, Germany May 14–16		<b>Quantum Effects</b> Stuttgart, Germany October 08–10	
		<b>Rapid.Tech 3D</b> Erfurt, Germany May 14–16		<b>Fakuma</b> Friedrichshafen, Germany October 15–19	
				<b>EuroBLECH</b> Hanover, Germany October 22–25	
				<b>SPIE-Photonex</b> Glasgow, UK October 30 – November 01	

Sections	Trends and Markets   Interviews with top managers and leading researchers				
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Focus		<b>AKL'24 Laser Congress</b>	<b>Stuttgart Laser Technology Forum (SLT)</b>		
	<ul style="list-style-type: none"> <li>· Spectroscopy</li> <li>· Biophotonics &amp; Microscopy (Fluorescence, STED, CARS, Confocal...)</li> <li>· Optoelectronics / Silicon Photonics / PICs</li> <li>· Laser Sources</li> <li>· Optical Components &amp; Systems</li> </ul>	<ul style="list-style-type: none"> <li>· Laser Materials Processing (micro and macro)</li> <li>· Ultrashort-Pulse Laser Sources &amp; Applications</li> <li>· Photonics for Quantum Technology</li> <li>· Optical Components &amp; Systems</li> <li>· Optical Measurement and Testing</li> </ul>	<ul style="list-style-type: none"> <li>· Laser Sources &amp; Systems</li> <li>· Laser Welding and Cutting</li> <li>· Optical Sensors</li> <li>· Laser Surface Processing</li> <li>· Medical Applications</li> </ul>	<ul style="list-style-type: none"> <li>· Laser Welding and Cutting</li> <li>· Optical Communication</li> <li>· Machine Vision, Cameras, Software</li> <li>· Fibers and Fiber Optics</li> <li>· Laser Plastics Processing</li> </ul>	<ul style="list-style-type: none"> <li>· Additive Manufacturing</li> <li>· Medical Applications</li> <li>· Photonics in Semiconductor Manufacturing</li> <li>· Laser Marking and Engraving</li> <li>· Positioning Systems &amp; Laser Manufacturing Infrastructure</li> </ul>



## Wiley Industry News

WIN NEWS [www.WileyIndustryNews.com](http://www.WileyIndustryNews.com)

Together we are stronger: From the beginning of 2021, the online editorial offices of inspect-online.com, md-automation.de, traffic and Photonics Views will bundle their forces and present you with our new internet presence Wiley Industry News, WIN for short. The portal will provide readers with industry news. Among other things, those interested will find stimulating user reports, informative videos or in-depth whitepapers, that will bring you closer to the technology of today and tomorrow. In addition all products and solutions that can help to improve your own production or to extend it.

## Online-Advertisement

Give your company a face and show presence, communicate a product launch – in short: **benefit from our distribution range.** Combine your print advertising with an image campaign on [www.WileyIndustryNews.com](http://www.WileyIndustryNews.com) and increase your market penetration.

Leaderboard	728 x 90 Pixel	€ 1,285 / month, run of site*
Wide Skyscraper**	160 x 600 Pixel	€ 1,240 / month, run of site*
Medium Rectangle	300 x 250 Pixel	€ 1,165 / month, run of site*

\* "run of site" means that the ad placements may appear on any page of the target site. They will be shown randomly in a rotating scheme by each new page impression (maximum of four banners at one position).

\*\* the mobile optimized version requires an additional Medium Rectangle format (300 x 250 px)

## Top Feature (Content ad)

Promote your product, your application note, your event or any other highlight on the "cover page" of [www.WileyIndustryNews.com](http://www.WileyIndustryNews.com). Reach your target group 24/7/365.

## Scope of services and specifications:

Text (up to max. 4,000 characters advisable), headline, intro (150 characters), At least one image (format 1.5:1, at least W x H 476 x 315 px, better 750 x 500 px, max. 250 KB), three additional images possible (format see above), Contact information

**Running Time:** 1 month prominent as a Top Feature Story. Additionally, your highlight remains for a total of three months in the portal's database

**Combinated Offer:** Top Feature on Portal + Newsletter € 2,255

\* In a rotation scheme with three other Top Feature Stories. Text is subject to editorial criteria.

## Whitepaper | Application Note

The ideal format to present your expertise in full detail and to generate leads. Application notes, market or case studies are the perfect presentation form for companies, whose content differs from their competitors'.

## Scope of Service:

Teaser text, product photos, company contacts, PDF for download € 1,005 / 6 months

## Webcast | Video

This multimedia advertising format is the perfect complement to your banner advertising and whitepapers.

## Scope of Service:

Teaser text, product video, company address € 1,010 / 6 months

## Accesses to the website (Google Analytics)

Page Impressions/Month	14,700
Visits/Month	8,450
Unique Visits/Month	6,100

Mean values from the 1st half of 2021

See next page for technical specifications

The screenshot displays the Wiley Industry News portal interface. At the top, the 'WIN NEWS' logo is visible alongside navigation links for DE, EN, and a search icon. The main content area features several articles, including one on 'Logistik & Supply Chain' titled 'Qualität erhöhen – Risiko mindern' and another on 'Schwarzpigmente für Gin- und Whisky-Lagergebäude'. A 'Top Feature' callout points to a specific article, indicating a price of € 1,650. A 'Leaderboard' callout points to a banner ad for 'VELVETOL®', priced at € 1,285. A 'Wide Skyscraper' callout points to a vertical ad for 'ERFOLG MACHT SEXY', priced at € 1,240. A 'Medium Rectangle' callout points to a small ad for 'micro SITE', priced at € 1,165. The bottom of the page shows a 'Mobil' (mobile) view of the site, highlighting its responsive design.

Desktop

# Newsletter: [www.WileyIndustryNews.com](http://www.WileyIndustryNews.com)

Information about sensors, automation, test & measurement, machine vision and photonics is available in the WIN newsletter, which is sent out biweekly. We inform about company mergers, market developments and what else is new in the world of industry. Up-to-date and interesting, just as you are used to from the editorial offices of inspect, messtec drives Automation and PhotonicViews.

We also offer special newsletters in which we report on upcoming trade fairs and current key topics. Product or company specials that focus only on products or information from manufacturers are also possible.

For English-speaking target groups, the editors of inspect send out the international VISION newsletter, which is produced jointly with the Landesmesse Stuttgart, the organiser of VISION – the world's leading trade fair for machine vision.

## Newsletter: Banner formats & prices

With the booking of a „Feature“, your content will be placed on one of the prominent feature positions

Full Banner	468 x 60 Pixel	€ 1,010
Medium Rectangle	300 x 250 Pixel	€ 1,285

Feature Newsletter (Content ad)	Text (up to max. 4,000 characters advisable), headline, intro (150 characters), At least one image (format 1.5:1, at least W x H 476 x 315 px, better 750 x 500 px, max. 250 KB), three additional images possible (format see above), Contact information	€ 1,165
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Content Ad direct	€ 1,320
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<b>Combo offer:</b> Top Feature on website + newsletter	€ 2,255
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<b>Event announcement:</b> (name and date 50 characters, call-to-action 70 characters, graphic 476 x 315 pixels, external link)	€ 505
--	-------

<b>Job advertisement:</b> (description of position 50 characters, call-to-action 70 characters, graphic 476 x 315 pixels, external link)	€ 540
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Material delivery at the latest 7 days before the dispatch date of the booked newsletter.

## Newsletter Key Figures 2020/2021 German edition

Number of recipients (DOI)	1,850
Open Rate (MV)	45.2 %
Click Through Rate (MV)	6.3 %

MV = Mean value of 41 newsletters sent out

## Newsletter Key Figures 2020/2021 English edition

Number of recipients (DOI)	770
Open Rate (MV)	48.9 %
Click Through Rate (MV)	6.2 %

MV = Mean value of 10 newsletters sent out

## Technical Data

Please send your files by mail to your sales representative. We will take care of all further steps.

## Banner (Website)

Size of data: max. 200 KB  
Data formats: GIF, JPG, PNG, HTML5, any kind of Redirect/Tag

## Banner (Newsletter)

Size of data: max. 200 KB  
Data formats: GIF, JPG, PNG

## Target-website

Please tell us the exact URL, where your banner should be linked to.

## Webcast

Data format: any video format is possible  
Size of data: max. 40 MB or Youtube link

Liebe Leser,

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

**Andreas Grösslein**  
Editor / Webmaster B2B Technology

Medium Rectangle  
€ 1,285

### Top-Thema

Vision

#### Mit Spezial-Software Bauteile messen

15.09.2020 -  
Opto Engineering hat Horus veröffentlicht, eine Windows-Desktop-Anwendung zur optischen Messung. Dabei handelt es sich um eine Software für die die Echtzeitvermessung von Bauteilen. Das Interface sowie die Abläufe sind ähnlich wie bei...

Full Banner  
€ 1,010

Feature  
€ 1,165

### Feature

Control

#### Das Vision-System im - Streichholzschachtel-Format

21.09.2020 -  
Der Bedarf in der Industrie an komplexen, entwickelten Bildverarbeitungssystemen. Zugleich schwindet der Platz, diese in den Schaltschränken unterzubringen. Vision...

Exklusive Präsenz bei Ihren Kunden  
**Single Sponsored Newsletter 4,975 €**

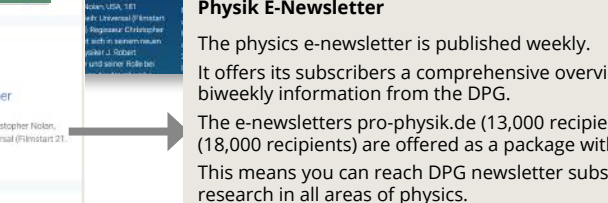
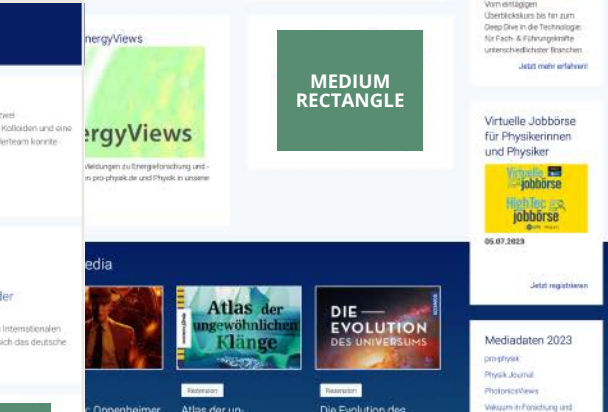
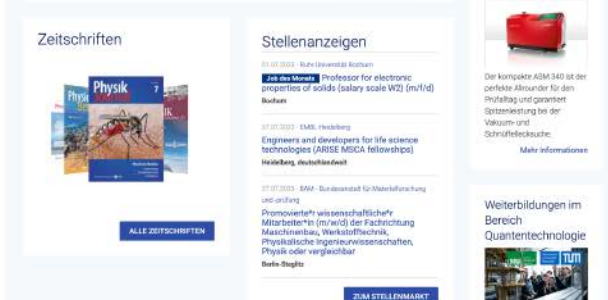
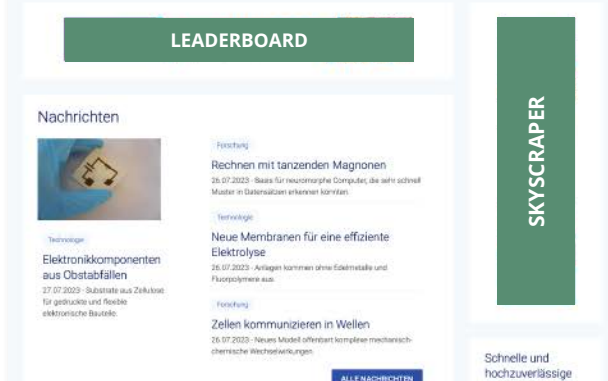
# pro-physik.de

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 market, 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 43,000 unique visits and 76,000 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: € 2,200**

## 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.

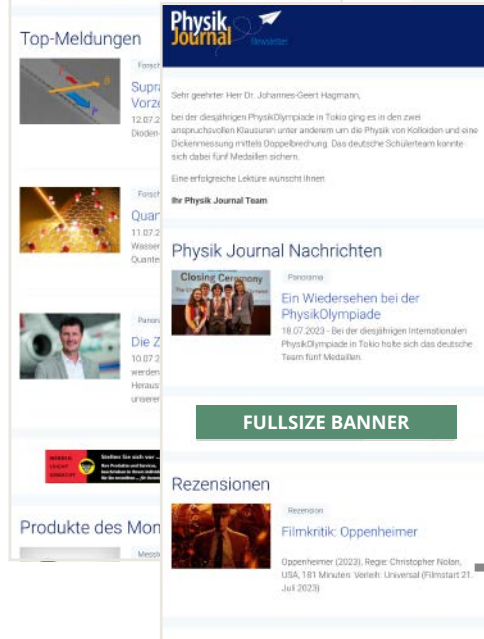
In the content ad you can present your product, service, or event as an advertorial, i.e., in editorial style. It contains an image or logo, a short text, and a direct link to your desired page.

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

**Cost/month € 1,900**

## Banner

Banner format	Price €/Month
Leaderboard (728 x 90 px)	1,650
Wide Skyscraper (160 x 600 px)	1,600
Medium Rectangle (300 x 250 px)	1,450



## 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 (13,000 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)	€ 1,900



# 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:
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  - 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.
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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.
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38. By submitting an order for Reprints and/or Advertising in the manner set out above, the Customer agrees to be bound by these Terms. In the event of any conflict, the order of precedence will be as follows: (i) these Terms, (ii) Booking Confirmation, (iii) Insertion Order or Purchase Order signed by both parties. Where general terms and conditions of business are proposed by the Customer, those will not have any application unless signed by Wiley.
39. All warranties and indemnities stated in these Terms will survive the termination of any arrangement or contract which is subject to these Terms.
40. The law of the corporate domicile of the Wiley entity which issues the Booking Confirmation and invoice to the Customer will govern these Terms, without regard to conflict of law rules. The parties agree to submit to the exclusive jurisdiction of the courts located in the corporate domicile of the aforesaid Wiley entity for the adjudication of all disputes arising in connection with these Terms.

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