More than 60,000 readers

The leading German-language physics journal
According to the b2b Decision Maker Analysis by Deutsche Fachpresse, trade magazines are the primary source for information on products and services. Trade magazines highlight trends and market developments, initiate purchasing decisions and enjoy the highest level of credibility.

Advertisers take advantage of this positive image. Decision makers perceive those companies that continuously advertise in trade magazines as relevant suppliers in the market.

You too can rely on Wiley’s print and online publications as well as on our strong brands.

Trade magazines reach 94% of the b2b target group with their print and online publications.

inspect-online.com • imaging-git.com • md-Automation.de • photonicsviews.com • physik-journal.de • pro-physik.de • vip-journal.de • WileyOnlineLibrary.com
Print run analysis:

- Total print run: 59,870
- Actual distributed print run: 59,669
  - Of which abroad: 3,244
  - Of which for members: 59,313
  - Rest, archived, proofs: 201

Average copies per issue:
(1 July 2017 through 30 June 2018)

Scope analysis 2017 = 11 issues

| Total content | 1,102 | 100.0 |
| Editorial | 791.5 | 71.8 |
| Advertising | 310.6 | 28.2 |
| Jobs | 22.4 | 2.0 |
| Publisher's own ads/inserts | 39.4 | 3.5 |

Content analysis of the editorial part 2017 = 792 pages

<table>
<thead>
<tr>
<th>Pages</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>News</td>
<td>791.5</td>
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<tr>
<td>Focus</td>
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<tr>
<td>Expert articles</td>
<td>166</td>
</tr>
<tr>
<td>Education - Career/Forum</td>
<td>73</td>
</tr>
<tr>
<td>Opinions/Letters</td>
<td>21</td>
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<tr>
<td>People</td>
<td>62</td>
</tr>
<tr>
<td>Congress reports</td>
<td>16</td>
</tr>
<tr>
<td>Book/Software reviews</td>
<td>22</td>
</tr>
<tr>
<td>DPG news</td>
<td>102</td>
</tr>
<tr>
<td>Product information/Company news</td>
<td>69</td>
</tr>
<tr>
<td>Other</td>
<td>72</td>
</tr>
<tr>
<td>Total</td>
<td>792</td>
</tr>
</tbody>
</table>

Prices & Formats

<table>
<thead>
<tr>
<th>ADVERTISEMENTS</th>
<th>FORMAT (MM)</th>
<th>PRICE € BW</th>
<th>PRICE € 2C</th>
<th>PRICE € 3C</th>
<th>PRICE € 4C</th>
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<tbody>
<tr>
<td>1/1 Page</td>
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<td>6,400</td>
<td>6,960</td>
<td>7,520</td>
<td>8,080</td>
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<tr>
<td>2/3 Page</td>
<td>128 254</td>
<td>4,980</td>
<td>5,540</td>
<td>6,100</td>
<td>6,660</td>
</tr>
<tr>
<td>2/3 Page</td>
<td>186 168</td>
<td>4,980</td>
<td>5,540</td>
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<tr>
<td>Juniorpage</td>
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<tr>
<td>1/2 Page portrait</td>
<td>99 254</td>
<td>3,350</td>
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<td>4,470</td>
<td>5,030</td>
</tr>
<tr>
<td>1/2 Page landscape</td>
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<td>3,350</td>
<td>3,910</td>
<td>4,470</td>
<td>5,030</td>
</tr>
<tr>
<td>1/3 Page portrait</td>
<td>52 254</td>
<td>2,500</td>
<td>3,060</td>
<td>3,620</td>
<td>4,180</td>
</tr>
<tr>
<td>1/3 Page landscape</td>
<td>186 85</td>
<td>2,500</td>
<td>3,060</td>
<td>3,620</td>
<td>4,180</td>
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<tr>
<td>1/4 Page portrait</td>
<td>90 128</td>
<td>1,780</td>
<td>2,340</td>
<td>2,900</td>
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<td>186 64</td>
<td>1,780</td>
<td>2,340</td>
<td>2,900</td>
<td>3,460</td>
</tr>
<tr>
<td>1/8 Page portrait</td>
<td>90 64</td>
<td>990</td>
<td>1,550</td>
<td>2,110</td>
<td>2,670</td>
</tr>
<tr>
<td>1/8 Page landscape</td>
<td>186 32</td>
<td>990</td>
<td>1,550</td>
<td>2,110</td>
<td>2,670</td>
</tr>
</tbody>
</table>

These formats and rates are not applicable to job ads. Please refer to page 5.

Prominent positioning:

- 2nd or 4th cover: 6,900

Surcharges:

- Ads extending into bleed area: 440
- Color surcharge for all formats per color: 560
- 4c: 1,680

Surcharges are not eligible for discount.
**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.
3% direct debit discount.

All prices are subject to 19% VAT.

The new price list comes into effect on 1 October 2018 and supersedes all previous price lists.

---

**Bank details:**
JP Morgan AG, Frankfurt
BLZ 501 108 00, Konto Nr. 61 61 51 74 43
S.W.I.F.T.-Adr.: CHASEFXX
IBAN: DE55 5011 0800 6161 5174 43
or cheque: WILEY-VCH Verlag GmbH & Co. KGaA, P.O. Box 10 11 61, D-69451 Weinheim
VAT-Id.No.: DE 813 481 633

---

**Discounts**

<table>
<thead>
<tr>
<th>Advertisement</th>
<th>Discount</th>
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<tr>
<td>3</td>
<td>5%</td>
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<td>6</td>
<td>10%</td>
</tr>
<tr>
<td>9</td>
<td>15%</td>
</tr>
<tr>
<td>12</td>
<td>20%</td>
</tr>
</tbody>
</table>

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).
Products and Suppliers:
Each issue of Physik Journal contains a list of suppliers for all fields of physics. Entries are charged by printed line. The online version on www.pro-physik.de is free of charge.
1 printed line is approx. 2mm high and 34 mm wide and includes around 25 characters.
Logos are converted to lines according to print size.

Surcharges per color (CMYK)
- 560
- 4c 1,680

Surcharges are not eligible for discount.

Job ads are additionally published online free of charge analogous to the printed version. The ads appear on www.pro-physik.de for 4 weeks. And, thirdly, the job ads are presented in the e-newsletter.

Job of the week on pro-physik:
- Exclusive and prominent placement with your logo
- Heightened awareness
- Direct hyperlink

Surcharges
- per color (CMYK) 560
- 4c 1,680

Discounts
- For at least 6 rubrics 5 %
- For at least 12 rubrics 10 %
- For at least 18 rubrics 15 %

Conditions
List of supplier entries are run until canceled.
Minimum booking is for one year (= 11 issues).
Additions are possible at the start of each quarter.
Invoiced quarterly with the first issue in the quarter.
Cancelation possible each quarter to the end of the following quarter.

Cross-medial reach of the highest quality:
The 3-in-1 package for your job ad - Print, online and newsletter

Jobs and formats

<table>
<thead>
<tr>
<th>JOBS</th>
<th>FORMAT (MM)</th>
<th>RATE PER MM HEIGHT €</th>
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</thead>
<tbody>
<tr>
<td>Work Ads</td>
<td>90</td>
<td>16.50</td>
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<tr>
<td></td>
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Surcharges

<table>
<thead>
<tr>
<th>Surcharges</th>
<th></th>
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<tbody>
<tr>
<td>per color (CMYK)</td>
<td>560</td>
</tr>
<tr>
<td>4c</td>
<td>1,680</td>
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Surcharges are not eligible for discount.
## DATES & CONTENTS

### ISSUES

<table>
<thead>
<tr>
<th></th>
<th>1 January</th>
<th>2 February</th>
<th>3 March</th>
<th>4 April</th>
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</thead>
<tbody>
<tr>
<td>Publishing date</td>
<td>10 January 2019</td>
<td>01 February 2019</td>
<td>01 March 2019</td>
<td>01 April 2019</td>
</tr>
<tr>
<td>Advertising deadline</td>
<td>05 December 2018</td>
<td>03 January 2019</td>
<td>31 January 2019</td>
<td>28 February 2019</td>
</tr>
</tbody>
</table>

### TRADE SHOWS/CONFERENCES

- **SPIE Photonics West**
  - San Francisco, CA, USA
  - February 05–07

- **DPG-Spring Meetings**
  - Rostock, Germany, March 11–15
  - Munich, Germany, March 18–22
  - Aachen, Germany, March 25–29
  - Regensburg, Germany, March 31–April 05

- **Research & Technology Hannover Messe**
  - Hanover, Germany
  - April 01–05

- **ComVac / Hannover Messe**
  - Hanover, Germany
  - April 01–05

- **POWTECH**
  - Nuremberg, Germany
  - April 09–11

### TOPICS

- **Quantum Optics**
- **Biophysics**
- **Focus on Artificial Intelligence**
- **DPG-Spring Meetings**
- **Nuclear Physics**

### PRODUCTS/COMPANIES

- **Topic Photonics**:
  - User Reports
  - Featured Products

- **Software**
- **Process Control**
- **Metrology**
- **Vacuum Technology**

- **Special**
  - **DPG-Spring Meetings**:
    - User reports
    - Featured products with Company Profiles

- **Vacuum Technology**
- **Surface Technology**
- **Metrology**
- **Laser**

---

## DATES & CONTENTS

### ISSUES

<table>
<thead>
<tr>
<th></th>
<th>5 May</th>
<th>6 June</th>
<th>7 July</th>
<th>8/9 August/September</th>
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<tbody>
<tr>
<td>Publishing date</td>
<td>23 April 2019</td>
<td>02 May 2019</td>
<td>03 June 2019</td>
<td>02 September 2019</td>
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<tr>
<td>Advertising deadline</td>
<td>20 March 2019</td>
<td>29 March 2019</td>
<td>02 May 2019</td>
<td>01 August 2019</td>
</tr>
</tbody>
</table>

### TRADE SHOWS/CONFERENCES

- **SMConnect**
  - Nuremberg, Germany
  - May 07–09

- **LASER World of PHOTONICS**
  - Munich, Germany
  - June 24–27

- **Sensor + Test**
  - Nuremberg, Germany
  - June 25–27

- **Composites Europe**
  - Stuttgart, Germany
  - September 07–09

### TOPICS

- **Solid State Physics**
- **Laser / Optics**
- **Material Sciences**
- **DPG-Award winners**

### PRODUCTS/COMPANIES

- **Laser, Optics and Photonics, Software, Metrology, Vacuum Technology, Nanotechnology**
- **Optics**
- **Sensor Technology**
- **Software**
- **Process Control**
- **Vacuum Technology**
- **Metrology**
- **Optics**
- **Laser**
- **Sensor Technology**
- **Software**
### DATES & CONTENTS

<table>
<thead>
<tr>
<th>ISSUE</th>
<th>10 October</th>
<th>Special Issue Best of</th>
<th>11 November</th>
<th>12 December</th>
</tr>
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<tbody>
<tr>
<td>Publishing date</td>
<td>01 October 2019</td>
<td>22 October 2019</td>
<td>04 November 2019</td>
<td>02 December 2019</td>
</tr>
<tr>
<td>Advertising deadline</td>
<td>30 August 2019</td>
<td>20 September 2019</td>
<td>02 October 2019</td>
<td>30 October 2019</td>
</tr>
</tbody>
</table>

### TRADE SHOWS/CONFERENCES

- **Motek**  
  Stuttgart, Germany  
  October 07–10
- **Schweisstec**  
  Stuttgart, Germany  
  November 05–08
- **Blechexpo**  
  Stuttgart, Germany  
  November 05–08
- **productronica**  
  Munich, Germany  
  November 12–15
- **SEMICON Europa**  
  Munich, Germany  
  November 12–15
- **K2019**  
  Duesseldorf, Germany  
  October 16–23
- **COMPAMED**  
  Duesseldorf, Germany  
  November 18–21
- **blechexpo**  
  Stuttgart, Germany  
  November 05–08
- **productronica**  
  Munich, Germany  
  November 12–15
- **SEMICON Europa**  
  Munich, Germany  
  November 12–15
- **K2019**  
  Duesseldorf, Germany  
  October 16–23
- **COMPAMED**  
  Duesseldorf, Germany  
  November 18–21

### TOPICS

- Astrophysics
- Particle Physics
- Nobel Prizes

### PRODUCTS/COMPANIES

- Vacuum Technology
- Surface Technology
- Materials
- Process Control
- Laser, Optics and Photonics, Software, Metrology, Vacuum Technology, Nanotechnology
- Optics
- Laser
- Process Control
- Surface Technology
- Vacuum Technology
- Software
- Metrology
- Sensor Technology

### 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)

**Colors**  
Euroscale

**Delivery via e-mail:**  
sedam@wiley.com

FTP upload upon request.

**Only the following file formats can be processed:**  
PDP (.pdf) created with print optimization.  
EPS (.eps)  
TIFF or JPEG (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 & Co. KGaA  
Silvia Edam  
Boschstraße 12  
69469 Weinheim, Germany  
Tel.: +49 (0) 6201 606-570  
Fax: +49 (0) 6201 606-790
**Product of the Month**

Information about your product along with your company’s name and a picture is presented in its own box (max. four entries) on all pages on the pro-physik.de portal and in e-newsletters. Additionally, your product highlight remains for a total of six months in the portal’s product database. And, thirdly, the product information features prominently in the corresponding monthly issue of Physik Journal (print run: 60,000).

Cost: € 1,800

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**Webinar**

A Webinar is an audiovisual online presentation, 60 minutes long. The publisher supplies: Technology, presenter, acquisition of participants, recording available for 12 months on pro-physik.de, contact details of participants.

Cost per Webinar: € 12,500

Attractive bulk discounts available.

---

**Banner**

Banner format | Price €/Month
--- | ---
Full size banner (468 x 60 px) | 1,220
Skyscraper (120 x 600 px) | 1,420
Wide Skyscraper (160 x 600 px) | 1,420

---

**Physik Journal E-Newsletter**

DPG members 36,000.

Dispatched two times a month.

Banner format | Price €/Month
--- | ---
Full size banner (468 x 60 px) | 880
Skyscraper (120 x 600 px) | 980
Wide Skyscraper (160 x 600 px) | 980

---

**Pro-physik.de E-Newsletter**

Subscribers 30,000.

Dispatched 5 times a month.

Banner format | Price €/Month
--- | ---
Full size banner (468 x 60 px) | 880
Skyscraper (120 x 600 px) | 980
Wide Skyscraper (160 x 600 px) | 980

---

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

Light at work: PhotonicsViews.com is the international portal for optics, photonics and laser technology in research and industry, brought to you by Wiley’s editorial staff. It serves as a partner for your B2B communication strategies, embodied in the rich and up-to-date content of academic and corporate news, product information, original research papers, technical articles, application reports and much more.

Product of the Month
Information about your product along with your company’s name and a picture is presented in its own box (max. four entries) on all pages on the PhotonicsViews.com portal and in e-newsletters. Additionally, your product highlight remains for a total of six months in the portal's product database. And, thirdly, the product information features prominently optional in Optik & Photonik, Physik Journal, Laser Technik Journal or Vakuum in Forschung und Praxis.

€ 1,800 print & online
Booking period: 1 month prominently on the homepage and a total of 6 months in the product database.

Banner Advertising
Give your company an image, show your presence, communicate a product launch – in short: benefit from our scope. Complement your print campaign and increase your market penetration with an image campaign on PhotonicsViews.com.

Leaderboard
728 × 90 Pixel € 995 / month

Skyscraper
120 × 600 Pixel € 930 / month

Rectangle
270 × 150 Pixel € 1,160 / month

Medium Rectangle
300 × 250 Pixel € 1,215 / month

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.

€ 950 for 6 months
Including: Teaser text, product photos, company contacts, PDF for download

Webcast
This multi-media advertising format is the perfect supplement to your banner advertising and whitepaper on PhotonicsViews.com.

€ 950 for 6 months
Production/realization of the video by Wiley-VCH incurs further costs (upon request)

Feature
Product information, applications and company news are presented online in the product database on the PhotonicsViews.com portal as a special feature. The entry runs initially for six months and can be extended for a further six months. In addition, the feature is promoted in one newsletter each via pro-physik and Physik Journal.

€ 850 Feature
(online & newsletter)
Booking period: 6 months in the product database

€ 450 Option to extend for a further 6 months

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

Banner: Size of data: max. 40 KB, Data formats: GIF, JPG, PNG
Target-website: please tell us the exact URL, where your banner should be linked to.
Product information: up to 1,600 characters incl. blanks and image (TIF/JPG/EP, min. 300 dpi)
Webcasts: Data format: Flash (FLV, no SWF) Size of data: max. 40 MB
Microsites enable you to focus on a specific topic, thereby addressing potential customers specifically. This makes them an ideal tool for breaking into new markets, strengthening your image as an opinion leader and expert or establishing yourself in a new field and creating demand for your products. Whatever the goal of your communication might be, the success of a Microsite depends heavily on relevant and high quality content.

Use our editorial content, our journalistic competence and our media to achieve success. Profit from the image transfer, credibility and scope of our media and use our target group portals as neutral platforms and disseminators.

**BEYOND BRAND ADVERTISING**

**POCKET GUIDE**
People resist taking your brochures at conferences? Give them a bite-size format that fits in any pocket. You may even add Wiley content, making it a truly unique source of information.

**WEBINAR**
Explain complex content and applications on an almost personal level and interact with your targeted audience and spare everyone’s T&E budget at the same time.

**INFO GRAPHIC**
Relevant information, facts and figures – all compressed at a glance by images and graphs. You provide the raw material, let us do the rest.

**MICRO-TARGETED E-BLAST**
Get your message out to those people who really need that information. We’ll select the audience by topic and region – yes, by complying with the EU GDPR.

**EDITOR-AUTHORED WHITE PAPER**
Got exciting content but you just don’t have a clue how and when to write it down? Let our editorial team do the research & writing and benefit from our huge content and expert network.

**MOBILE-ENABLED WEBSITE**
Got tons of news, articles, videos and other cool content? Let’s pool it on an individual website, spice it with some Wiley content and create a perfect info source that can be accessed anywhere, anytime on any device.

GOT EXCITING STORIES TO TELL?
WANT TO POSITION YOUR EXPERTS AS THOUGHT LEADERS?

Wiley Corporate Solutions will help you to get the attention you deserve with truly customized content solutions in digital and print.

<table>
<thead>
<tr>
<th>Microsite “BASIC”</th>
<th>Pre Running Time</th>
<th>Running Time</th>
<th>Running Time</th>
<th>Running Time</th>
</tr>
</thead>
<tbody>
<tr>
<td>Media Service</td>
<td>As agreed</td>
<td>3 months</td>
<td>6 months</td>
<td>12 months</td>
</tr>
<tr>
<td>Promotion</td>
<td>At least 6 weeks for conception and promotion</td>
<td>X</td>
<td>X</td>
<td>X</td>
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<tr>
<td>Tariffs Microsite “BASIC”</td>
<td>6 weeks</td>
<td>€ 8,750</td>
<td>€ 15,500</td>
<td>€ 27,750</td>
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<table>
<thead>
<tr>
<th>Microsite “PREMIUM”</th>
<th>Pre Running Time</th>
<th>Running Time</th>
<th>Running Time</th>
<th>Running Time</th>
</tr>
</thead>
<tbody>
<tr>
<td>Media Service</td>
<td>As agreed</td>
<td>3 months</td>
<td>6 months including 1 exchange of editorial content</td>
<td>12 months including 2 exchanges of editorial content</td>
</tr>
<tr>
<td>Promotion</td>
<td>At least 6 weeks for conception and promotion</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Tariffs Microsite “PREMIUM”</td>
<td>6 weeks</td>
<td>€ 10,750</td>
<td>€ 19,250</td>
<td>€ 34,250</td>
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<table>
<thead>
<tr>
<th>Microsite “Stand alone”</th>
<th>Pre Running Time</th>
<th>Running Time</th>
<th>Running Time</th>
<th>Running Time</th>
</tr>
</thead>
<tbody>
<tr>
<td>Media Service</td>
<td>As agreed</td>
<td>3 months</td>
<td>6 months</td>
<td>12 months</td>
</tr>
<tr>
<td>Promotion</td>
<td>At least 6 weeks for conception and promotion</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Tariffs Microsite “PREMIUM”</td>
<td>6 weeks</td>
<td>€ 10,750</td>
<td>€ 19,250</td>
<td>€ 34,250</td>
</tr>
</tbody>
</table>

* Discount not available ** If desired the publishing house will create the printing material for an additional fee.
1. These General Terms and Conditions shall apply to all contracts (hereinafter referred to as “orders”) relating to the publication of one or several adverts of one advertiser (hereinafter: “client”) in the magazines of Wiley-VCH GmbH & Co. KGaA (hereinafter: “publisher”) for the purpose of
advertising clients which appear in a printed product within one year. The timescale begins on the date of appearance of the first advert, unless a different start date has been agreed in writing upon signing of the contract. The size of discount is based on volume. If within a year, fewer adverts are taken than originally agreed, the publisher shall be entitled to evaluate the discount based on the difference between the actual and guaranteed number taken.

2. After completion of advertising, the client shall be entitled to release further advertising in addition to the volume stated in the order or the agreed timeframe or that stated in clause 3.

3. Order cancellations must be made in writing. The cancellation charge imposed in the case of cancellation on the deadline date for the placement of the advertisement (or themselves) in the total order value. In specific instances, however, the client is expressly granted the right to provide proof that the contract entered into is no, or at any rate only a low loss.

4. Orders for adverts and other marketing material to be published specifically and exclusively in specific issues, specific publications or on specific pages in the publication must reach the publisher in sufficient time – i.e. not earlier or later than the dates specified in the order confirmation – for the client to be able to be informed about the advance deadline of whether the order can be executed in the requested manner.

5. Adverts and online advertising not clearly recognisable as adverts because of their editorial layout will be clearly marked with the word “Advert” by the publisher.

6. The publisher reserves the right to reject adverts, including individual adverts under a brand contract – or order for inserts, on grounds of content, origin or technical format, under its own standard and factually justified principles if the content of such order contains illegal, regulatory stipulations or if their publication is unacceptable for the publisher. This applies to orders submitted to branch offices, agencies or representatives by the clients which are only listing for the publisher once the insert template has been submitted and approved. Inserts which, due to the format or appearance, may appear to the reader to be part of the newspaper or magazine, which contains third-party adverts, shall not be accepted. Return of any order shall be communicated to the client without delay. In such cases, the publisher reserves the right to request repayment of any deposits granted.

7. Adverts and online advertising material of pre-print ready to print material or supplements or for pre-print ready to print material of material required for on-line advertising. In the case of digital-ready to print material the client understands to deliver proper artwork, conforming in particular with the format or the technical specifications of the publisher, punctually for the print material deadline. The publisher shall request replacements for noticeably inaccurate or damaged printing material within delay. The publisher guarantees print quality customary to that of the title concerned within the scope of the possibilities of the printing material. Before digital transmission of artwork, the client is responsible for ensuring by means of suitable technical measures that the transmitted files are free of any computer viruses. Should the publisher discover computer viruses in a file transmitted by e-mail, said file will be deleted immediately without the possibility of the client making any related claims.

8. Discernibly unsuitable or damaged ready-to-print material and/or advertising material is to be replaced by the client immediately when requested – 10% for circulation of up to 50,000 copies
– 20% for circulation of up to 50,000 copies
– 30% for circulation of up to 50,000 copies
– 40% for circulation of up to 50,000 copies
A reduction in circulation is only deemed as a deficiency eligible for a price reduction if it amounts to – 20% for circulation of up to 50,000 copies
– 15% for circulation of up to 100,000 copies
– 10% for circulation of up to 500,000 copies
– 5% for circulation of up to 500,000 copies
In addition, claims for price reductions are excluded for contracts if the publisher has given the client sufficient notice of the reduction in circulation for the client to be able to cancel the contract before publication of the adverts.

9. The publisher shall not be responsible for any delays in delivery caused by unforeseeable events which the publisher cannot influence (such as strikes, lock-outs, disruption of operations, etc.). After the cessation of such events, the publisher may either publish adverts in the next possible issue of the magazine or withdraw the contract – entirely or in part. In this context, the client shall not be entitled to claim damages.

10. Discernibly unsuitable or damaged ready-to-print material and/or advertising material is to be replaced by the client immediately when requested – 10% for circulation of up to 50,000 copies

11. Print documents will only be provided on request in the quality of the insert template as has been submitted and approved. Invoices which, due to the format or appearance, may appear to the reader to be part of the newspaper or magazine, which contains third-party adverts, shall not be accepted.

12. In the case of audio and/or video linked advertising (e.g. banners that cause a pop-up window to open when clicked on, in which audio and/or video content is reproduced) the client is responsible for ensuring that the necessary approvals from GEMA [society for musical performing and

13. Should the client fail to pay in advance, the client shall be immediately notified within a maximum of fourteen days after publication of the advert. The invoice must be paid within the time period given in the price list, starting from the date of issue of invoice, unless a different payment period has been agreed in individual cases.

14. In the event of a delay in deferred payment, interest and recovery costs shall be added to the amount due. In the case of payment delays, the publisher may withhold further publication under the order concerned until payment is made and demand advance payments for the remaining adverts. Where there is no doubt about the client’s ability to pay, the publisher shall be entitled, even during the duration of an advertising contract, to make the publication of further adverts dependent on the payment of the sum due and the settlement of outstanding invoices, regardless of the payment terms originally agreed.

15. The publisher shall provide, upon request, a copy of the advert along with the invoice. Depending on the type and scope of advertising contract, advert variants, record pages or full record numbers will be provided. If a record can no longer be created, it will be replaced with a legally binding certification from the publisher of the publication and distribution of the advert.

16. In the event of a reduction in circulation, a price reduction may be claimed for contracts for a series of adverts if (in the overall average of the insertion price of the first advert), the average circulation stated in the price list or stated any other way if a circulation figure is not given, the average number of issues sold for trade magazines, where appropriate, the average circulation of the previous calendar year is exceeded. A reduction or inflationary is only deemed as a deficiency eligible for a price reduction if it amounts to

17. The client avouches that he is the unconditional owner of all rights of use to the advertising material necessary for publication and distribution.

18. The client acknowledges that he has set the hyperlink in the contract advertising. The client furthermore agrees that the sale allowable by the applicable data privacy legislation – in particular of the Federal and the Data Protection Act – and also such a responsibility on his employer. Should the client use special techniques such as anchors or linking goals to obtain or collect data from the interaction of advertising material in the online offering of the publisher, the client also affirms that he will abide by the terms of the German Sales and Service Tax Act (Umsatzsteuergesetz – UStG) and/or of the Interstate Broadcasting Treaty (RfStV) as well as the Federal Data Protection Act (BDSG) in the collection, processing and use of personal data.

19. If the client is not in a position to deliver the client is not in a position to deliver on time or withdraws from the contract – entirely or in part. In this context, the client shall not be entitled to claim damages.

20. The place of performance and exclusive place of jurisdiction for all disputes shall – to the extent permitted by law – be the publisher’s head quarters, at present Weinheim, Germany.