2021
REFRESH YOUR MARKETING
PhotonicsViews
www.photonicsviews.com
PhotonicsViews

**Short description**
PhotonicsViews is the European trade magazine for optical technologies. It emerged from the two journals Laser Technik Journal (15 years) and Optik & Photonik (13 years), which have appeared in international editions since 2015 and shared the online portal www.photonicsviews.com. 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 every two months 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 will also be featured.

Each issue contains technical articles and application reports on selected key topics. Industrial machine vision, optical metrology, light & laser sources, and photonic or optical components are regular topics. Company news, trend topics and market overviews, product information, trade fair pre- and reviews, and interviews and portraits round off the top-class editorial offering.

With the background of the leading scientific publisher Wiley and its portfolio, 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.

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**
6 times a year

**Volume**
Volume 18, 2021

**Print Run**
10,000

**Commercial Manager**
Jörg Wüllner

**Senior Account Manager**
Anne Anders

**Editorial**
Dr. Oliver Dreissigacker

**Annual Subscription**
Print: € 454,–
Online: € 454,–
Print + Online: € 569,–
Single Issue: € 101,–
plus VAT

**Subscription**
WileyGIT@vuservice.de

**Journal Format**
DIN A4, 210 x 297 mm
Prices & Formats

<table>
<thead>
<tr>
<th>Advertisements</th>
<th>width / height (mm)</th>
<th>Price €</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/1 Page</td>
<td>185 x 260</td>
<td>5,760</td>
</tr>
<tr>
<td>Juniorpage</td>
<td>137 x 190</td>
<td>4,120</td>
</tr>
<tr>
<td>1/2 Page portrait</td>
<td>90 x 260</td>
<td>3,760</td>
</tr>
<tr>
<td>1/2 Page landscape</td>
<td>185 x 128</td>
<td>3,760</td>
</tr>
<tr>
<td>1/3 Page portrait</td>
<td>58 x 260</td>
<td>2,920</td>
</tr>
<tr>
<td>1/3 Page landscape</td>
<td>185 x 85</td>
<td>2,920</td>
</tr>
<tr>
<td>1/4 Page classic</td>
<td>90 x 128</td>
<td>2,480</td>
</tr>
<tr>
<td>1/4 Page portrait</td>
<td>43 x 260</td>
<td>2,480</td>
</tr>
<tr>
<td>1/4 Page landscape</td>
<td>185 x 63</td>
<td>2,480</td>
</tr>
<tr>
<td>1/8 Page classic</td>
<td>90 x 63</td>
<td>1,995</td>
</tr>
<tr>
<td>1/8 Page landscape</td>
<td>185 x 30</td>
<td>1,995</td>
</tr>
</tbody>
</table>

Preferred positions

- Front cover & caption 4c 185 x 145 6,560
- Inside front cover, Outside back cover 4c 6,300

additional costs

- Bleed (3 mm) 300

<table>
<thead>
<tr>
<th>Bound-Inserts</th>
<th>width / height (mm)</th>
<th>Price €</th>
</tr>
</thead>
<tbody>
<tr>
<td>2-sheet A4*</td>
<td>210 x 297</td>
<td>4,560</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Loose inserts</th>
<th>weight</th>
<th>Price €</th>
</tr>
</thead>
<tbody>
<tr>
<td>per 1000</td>
<td>up to 25 g</td>
<td>350</td>
</tr>
</tbody>
</table>

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: CHA5DEFX

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 January 2021 and supersedes all previous price lists.
Formats

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.

**Premium Entry**
| 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 |
| 160 |

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

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

---

**Example for premium entry**

**Zünd precision optics**

Zünd precision Optics Ltd
Prismastr. 5
CH-9444 Diepoldsau
Tel. +41(0)71 737 74 00
Fax +41(0)71 737 74 10
info@zuendoptics.com
www.zuendoptics.com

**Example for basic entry**

Optics Balzers AG
Balzers, Liechtenstein
Phone +423 388 92 00
www.opticsbalzers.com
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
Fax: +49 (0) 6201 606-790
Analysis

### Circulation Breakdown

<table>
<thead>
<tr>
<th></th>
<th>%</th>
<th>Copies</th>
</tr>
</thead>
<tbody>
<tr>
<td>GSA</td>
<td>61</td>
<td>6,105</td>
</tr>
<tr>
<td>International</td>
<td>38</td>
<td>3,895</td>
</tr>
<tr>
<td>Total circulation</td>
<td>100</td>
<td>10,000</td>
</tr>
</tbody>
</table>

### Industry Recipients

<table>
<thead>
<tr>
<th>Industry</th>
<th>%</th>
<th>Recipients</th>
</tr>
</thead>
<tbody>
<tr>
<td>Optics/Precision Engineering</td>
<td>25.6</td>
<td>3,077</td>
</tr>
<tr>
<td>General Manufacturing</td>
<td>24.1</td>
<td>2,896</td>
</tr>
<tr>
<td>Scientific R&amp;D</td>
<td>10.3</td>
<td>1,235</td>
</tr>
<tr>
<td>Industrial R&amp;D</td>
<td></td>
<td>845</td>
</tr>
<tr>
<td>Electronics</td>
<td>5.6</td>
<td>669</td>
</tr>
<tr>
<td>Other</td>
<td>4.9</td>
<td>590</td>
</tr>
<tr>
<td>Medical Equipment</td>
<td>4.5</td>
<td>543</td>
</tr>
<tr>
<td>Semiconductor</td>
<td>3.2</td>
<td>382</td>
</tr>
<tr>
<td>Automotive</td>
<td>3.1</td>
<td>377</td>
</tr>
<tr>
<td>Consulting</td>
<td>2.4</td>
<td>286</td>
</tr>
<tr>
<td>Chemical</td>
<td>2</td>
<td>237</td>
</tr>
<tr>
<td>Aerospace</td>
<td>1.9</td>
<td>224</td>
</tr>
<tr>
<td>Government/Organizations</td>
<td>1.9</td>
<td>226</td>
</tr>
<tr>
<td>Printing</td>
<td>1.8</td>
<td>212</td>
</tr>
<tr>
<td>Military/Defense</td>
<td>1.7</td>
<td>201</td>
</tr>
<tr>
<td>Total</td>
<td>100</td>
<td>10,000</td>
</tr>
</tbody>
</table>

### Job-Function

- Research & Development: 31%
- Corporate Management: 29%
- Marketing/Sales: 9%
- Manufacturing Production Engineering: 8%
- Design & Development Engineering: 7%
- Purchasing/Procurement: 4%
- Technical Service: 4%
- Quality Control: 2%
- Other: 8%
# Dates & Contents

<table>
<thead>
<tr>
<th>Issues</th>
<th>1 February</th>
<th>2 April</th>
<th>3 June</th>
<th>4 August</th>
<th>5 October</th>
<th>6 November</th>
</tr>
</thead>
<tbody>
<tr>
<td>Publication date</td>
<td>18 February 2021</td>
<td>16 April 2021</td>
<td>18 June 2021</td>
<td>1 August 2021</td>
<td>1 October 2021</td>
<td>8 November 2021</td>
</tr>
<tr>
<td>Editorial deadline</td>
<td>8 December 2020</td>
<td>15 February 2021</td>
<td>16 April 2021</td>
<td>2 June 2021</td>
<td>4 August 2021</td>
<td>8 September 2021</td>
</tr>
</tbody>
</table>

## Trade Shows

### W3+ Fair
- **San Francisco, CA, USA**
- **March 06-11**

### Control
- **Stuttgart, Germany**
- **May 04-07**

### SEMICON West
- **San Francisco, CA, USA**
- **June 21-24**

### SPIE Optics + Photonics
- **San Diego, CA, USA**
- **August 01-05**

### EMO
- **Munich, Germany**
- **October 04-09**

### COMPAMED
- **Düsseldorf, Germany**
- **November 15-18**

### MEDICA
- **Düsseldorf, Germany**
- **November 15-18**

### EuroBLECH
- **Hanover, Germany**
- **March 09-12**

### Sensor+Test
- **Nuremberg, Germany**
- **May 04-06**

### AUS-REHTECH
- **Erfurt, Germany**
- **May 04-06**

### ΔΣΕΛ ΒΕΝΙΟΤΗΤΑ
- **Essen, Germany**
- **September 13-17**

### Motek
- **Stuttgart, Germany**
- **October 05-08**

### Formnext
- **Frankfurt, Germany**
- **November 16-19**

### SPIE Optifab
- **Rochester, NY, USA**
- **October 18-21**

### parts2clean
- **Stuttgart, Germany**
- **October 05-07**

### productronica
- **Munich, Germany**
- **November 16-19**

### Lasers & Maschinen (Laser World of Photonics)
- **Shanghai, China**
- **March 17-19**

### EPOC International
- **Brussels, Belgium**
- **08-06 June**

### VISION
- **Stuttgart, Germany**
- **October 05-07**

### LASER World of Photonics China
- **Shanghai, China**
- **March 17-19**

### Photonics World of Lasers and Optics
- **Moscow, Russia**
- **March 30 – April 02**

### EPHJ
- **Geneva, Switzerland**
- **June 08-11**

### Photovoltaics World of Lasers and Optics
- **Munich, Germany**
- **June 09-11**

### Glasstec
- **Düsseldorf, Germany**
- **June 15-18**

## Focus:

### Photonics West
- **Optical measurement and testing**
- **Industrial machine vision: cameras, software, applications**
- **Optical systems and components**
- **Fibers and fiber optics**
- **Medical applications**
- **Lasers in photovoltaics**

### Laser World of Photonics
- **Laser optics**
- **Microscopy**
- **Optical measurement and testing**
- **Laser materials processing**
- **Photonics in electronics manufacturing**
- **Optical systems and components**
- **3D imaging**
- **Terahertz technology and applications**

### Interviews with top managers and leading researchers
- **Biophotonics**
- **Laser sources**
- **Laser cutting and welding**
- **Photonics in electronics manufacturing**
- **Spectroscopy**
- **Optical systems and components**
- **Microsystems technology**
- **Green photonics**
- **Quantum technologies**
- **Laser plastics processing**
- **Optical systems and components**
- **Laser cutting and welding**
- **Beam forming / beam analysis**
- **Trends in manufacturing**
- **Laser marking and engraving**
- **Laser systems infrastructure**
- **Process control**

---

## Sections

<table>
<thead>
<tr>
<th>Focus</th>
<th>Trends and Markets</th>
<th>Interviews with top managers and leading researchers</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Photonics West</strong></td>
<td><strong>Laser World of Photonics</strong></td>
<td><strong>Interviews with top managers and leading researchers</strong></td>
</tr>
<tr>
<td>Biophotonics</td>
<td>Laser optics</td>
<td>Laser plastics processing</td>
</tr>
<tr>
<td>Laser sources</td>
<td>Microscopy</td>
<td>Optical systems and components</td>
</tr>
<tr>
<td>Laser cutting and welding</td>
<td>Optical measurement and testing</td>
<td>Laser cutting and welding</td>
</tr>
<tr>
<td>Photonics in electronics manufacturing</td>
<td>Laser materials processing</td>
<td>Beam forming / beam analysis</td>
</tr>
<tr>
<td>Spectroscopy</td>
<td>Photons in electronics manufacturing</td>
<td>Trends in manufacturing</td>
</tr>
<tr>
<td>Optical systems and components</td>
<td>Optical systems and components</td>
<td>Laser marking and engraving</td>
</tr>
<tr>
<td>Microsystems technology</td>
<td>Laser materials processing (micro and macro)</td>
<td>Laser systems infrastructure</td>
</tr>
<tr>
<td>Green photonics</td>
<td>Optics manufacturing</td>
<td>Process control</td>
</tr>
</tbody>
</table>

---
Together we are stronger: From autumn 2020, the online platforms inspect-online.com, md-automation.de, traffic and PhotonicsViews join forces and present our new portal www.WileyIndustryNews.com, short WIN. This website will provide readers with daily industry news. You will find exciting user reports, instructive videos or in-depth whitepapers that will show you the technology of today and tomorrow. In addition, you can explore all products and solutions that can help improve your own production or simply expand your expert knowledge.

Online-Advertisement
Give your company a face and show presence, communicate a product launch – in short: benefit from our range. Combine your print advertising with an image campaign on www.WileyIndustryNews.de.

<table>
<thead>
<tr>
<th>Ad Format</th>
<th>Cost per month</th>
<th>Run of site note</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leaderboard</td>
<td>€ 1,040</td>
<td>run of site*</td>
</tr>
<tr>
<td>Medium Rectangle</td>
<td>€ 1,270</td>
<td>run of site*</td>
</tr>
<tr>
<td>Wide Skyscraper**</td>
<td>€ 1,250</td>
<td>run of site*</td>
</tr>
</tbody>
</table>

*“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

Top Feature
Promote your product, your application note, your event or any other highlight on the “cover page” of www.WileyIndustryNews.de. Reach your target group 24/7/365.

**Scope of Service:** Picture (476 x 315 px, Format 1,5:1), Headline, Intro on landing page (150 letters), Detailed Text (up to 4,000 characters recommended), 1–4 Images, Contact Information

**Running Time:** 2 weeks prominent as a Top Feature Story. Additionally, your highlight remains for a total of six months in the portal’s database

**Combinated Offer:** Feature on Portal + Newsletter € 2,060

*In a rotation scheme with five 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 € 910 / 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 € 920 / 6 months

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

**Newsletter: Banner formats & prices**

**Date of Publication** weekly.

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

<table>
<thead>
<tr>
<th>Format</th>
<th>Size</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Banner</td>
<td>468 x 60 Pixel</td>
<td>€ 860</td>
</tr>
<tr>
<td>Medium Rectangle</td>
<td>300 x 250 Pixel</td>
<td>€ 1,050</td>
</tr>
<tr>
<td>Feature Newsletter</td>
<td>1 rectangle image, 2,000 characters, Image format: JPG, PNG</td>
<td>€ 1,035</td>
</tr>
</tbody>
</table>

**Combo offer:**

Feature on website + newsletter € 2,060

---

**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. 200 KB

Data formats: GIF, JPG, PNG, HTML5, any kind of Redirect/Tag

Target-website: please tell us the exact URL, where your banner should be linked to.

**Webcast**

Data format: any video format is possible.

Embedding of Youtube- or Vimeo-Videos is possible.
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 is regularly used by over 40,000 experts (unique visitors) a month and records over 100,000 monthly page impressions.

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: 55,000).
Cost: € 1,845

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: € 12,810

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 € 1,485

Banner
Banner format Price €/Month
Leaderboard (728 x 90 px) 1,250
Wide Skyscraper (160 x 600 px) 1,455
Rectangle (180 x 150 px) 1,190

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 (10,000 recipients) and Physik Journal (17,000 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) 1,100
Deliver your marketing message with an exclusive advertisement on a cover page added to each article viewed from the Wiley journal of your choice. This exclusive position gives your company high visibility and enables targeted marketing through geo-targeting options.

**Benefits:**
- Premium exclusive positions on highly visited article pages of renowned Wiley journals
- High visibility through a large display format: 1237 x 1631 pixels
- Click rates of 3.5% on average
- Success is easily measured by ePDF title views, ad clicks and click-through rates
- Geo-targeting is available

**Technical specifications & data delivery:**
- Format: 1237 x 1631 pixel (150 dpi)
- File format: static jpg
- File size: max. 1MB
- No 3rd party tags or impression trackers
- Data delivery at least 5 working days before the campaign starts
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”) by the magazine PhotonicViews GmbH (hereinafter: “publisher”) for the purpose of dissemination and relating to the placement of online advertising on the publisher’s web sites. They shall also apply to orders for third-party supplements in the magazines published by the publisher. The client acknowledges these General Terms and Conditions upon placing an order.

2. Differing, conflicting or supplemental general terms and conditions of advertising clients will not be recognized as an integral part of the contract, unless the publisher expressly agrees to them.

3. The following shall apply to clients wishing to place more than one advert: The discounts shown in the advert price list are only granted for advertisers’ adverts 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 re-calculate the discount based on the difference between the actual and guaranteed number taken.

4. Upon contractual signing, the client shall be entitled to release further adverts in addition to the terms stated in the order within the agreed timeframe or that stated in clause 3.

5. Order cancellations must be issued in writing. The cancellation charge imposed in the case of cancellation on the deadline date for the placement of the advertisement (or thereafter) is the total order value. In each specific instance, however, the client is expressly granted the right to provide proof that the contractor suffered no loss, or at any rate only a lower loss.

6. Orders for adverts and other marketing material to be published specifically and exclusively in specific issues, specific publications or in specific places in the publication must reach the publisher in sufficient time — i.e., not later than on the date specified in the order confirmation — for the client to be able to inform the publisher before the advert deadline of whether the order can be executed in the requested manner.

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

8. The publisher reserves the right to reject adverts — including individual adverts under a blanket contract — or orders for inserts, on grounds of content, origin or technical format, under its own standard and factually justified principles if the content of such orders contra-venes legal or regulatory stipulations or if their publication is unacceptable for the publisher.

9. This applies to orders submitted to branch offices, receiving agencies or representatives. Orders for inserts are only binding 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, or which contain third-party adverts, shall not be accepted. Rejection of an order shall be communicated to the client without delay. In such cases, the publisher reserves the right to request repayment of any discounts granted.

10. The client is responsible for preparatory delivery of proper ready-to-print material or supplements or for preparatory delivery of materials required for online advertising. In the case of digital ready-to-print material, the client undertakes to deliver proper artwork, complying in particular with the format or the technical specifications of the publisher, punctually for the print material deadline. The publisher shall request replacement for recognizably inaccurate or damaged printing material without delay. The publisher guarantees print quality customarily and is liable for the title page, the synopsis and for the spelling of the printing material. Before a digital transmission of the 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.

11. Discernibly unsuitable or damaged ready-to-print material and/or advertising material is to be replaced by the client immediately when requested to do so by the publisher. The cost of producing ordered ready-to-print material and/or of producing ordered advertising material as well as of substantial alterations to originally agreed versions that are requested by the client and for which the latter is responsible due to the technical quality of the ready-to-print material and/or advertising material supplied will be borne by the client. Should any deficien- cies in the ready-to-print material and/or advertising material not be immediately discernible during the review process, but only become discernible in the printing operation and/or upon insertion, the client is not entitled to raise any claims on account of an inadequate printout and/or poor insertion.

12. Print documents will only be sent to the client if specifically requested. The obligation of safekeeping ends three months after expiry of contract.

13. 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 cli-ent is responsible for ensuring that the necessary approvals from GEMA (society for musical performing and mechanical reproduction rights in Germany) and other copyright associations and/or owners have been obtained.

14. The client shall be entitled to a reduction in payment or cancellation of the contract in cases of faulty or partly illegible, incorrect or incomplete printing of adverts, but only to the extent that the purpose of publication is affected and shall be excluded if the defect results from incorrect ready-to-print material (see clause 10 above). Should the publisher allow the timeframe given to him to elapse or should the replacement advert still be incorrect, the client shall be entitled to a reduction in payment or cancellation of the contract. Complaints — except if defects are not obvious — must be asserted within four weeks from receipt of invoice actual event. Where the effect of the defect is obvious, the client is entitled to the same as above.

15. Sample print-outs will only be provided where specifically requested. The client shall be responsible for the correctness of the returned samples. The publisher shall observe all error corrections made known to it within the period specified upon sending the sample. Should the client fail to return within the specified period all samples sent on time by the publisher, approval for print shall be deemed to have been given.

16. Unless any specific sizing requirements have been given, the amount to be charged shall be calculated based on the print size that is normal for the type of advert.

17. The client acknowledges that he is the unconditional owner of all rights of use to the adver- tising material necessary for publication and distribution. In this respect he indemnifies the publisher from all claims by third parties, and grants the publisher the rights of usage neces-sary for publication of the advertising material.

18. The publisher may reserve the right to set the hyperlinks connected to the online adver-tising. The client furthermore affirms that he will abide by the applicable data privacy le-gislation in particular the Federal and the Telecommunications Data Protection Act- and also impose such a responsibility on their employees. Should the client use special techniques such as cookies or tracking pixels to obtain or collect data from the insertion of advertising material in the online offering of the publisher, the client also affirms that they will abide by the precepts of the German Telemedia Act (TMG) and/or of the Interstate Broadcasting Treaty (RStV) as well as the Federal Data Protection Act (BDSG) in the collection, processing and use of personal data.

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

20. In the event of a delay or deferral in payment, interest and recovery costs shall be added to the amount due. In the case of payment delay, the publisher may withhold further publi-cation under the order concerned until payment is made and demand advance payments for the remaining adverts. With the establishment of doubt over 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 prepayment of the sum due and the settle-ment of outstanding invoices, regardless of the payment terms originally agreed.

21. The publisher shall provide a copy of the advert along with the invoice. Depending on the type and scope of advertising contract, advert extracts, 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.

22. 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 year of the first advert, the average circulation stated in the price list or stated any other way or, if a circulation figure is not given, the average number of issues sold (for trade magazines, where appropriate, the average actual distribution) in the previous calendar year is not exceeded. A reduction in cir-culation 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 advert.

23. The publisher shall not be responsible for any delays in performance caused by unforesee-able 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 printed work or online advertising medium, or withdraw from the contract — entirely or in part. In this context, the client shall not be entitled to claim damages.

24. The place of performance and exclusive place of jurisdiction for all disputes shall — to the extent permitted by law — be the publisher’s headquarters, at present Wiesbaden, Germany.

Contact
PhotonicsViews · Boschstrasse 12 · 69469 Weinheim · Germany · Fax: +49 (0) 6201 606 100

Media Consultants

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

Iris Biesinger
Tel.: +49 (0) 6201 606 555
ibiesinger@wiley.com

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

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

Editorial

Dr. Oliver Dreissigacker
Tel.: +49 (0) 6201 606 181
photonicsviews@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
Tel.: +49 (0) 6163 93 80 707
info@verlags-service.com
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 unique, custom projects, linked to our massive collection of scholarly publications on Wiley Online Library, a global resource that includes over 4 million articles from 1,500 journals. Through our extensive range of professional publications, we support your marketing and customer engagement strategies, and maximize the impact of your brand.

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
Internet: www.photonicsviews.com
www.wiley-vch.de
www.wiley.com

For more information visit: corporatesolutions.wiley.com