2021 REFRESH YOUR MARKETING

Physik Journal

www.physik-journal.de
Physik Journal

Short description

Physik Journal is the official publication of the Deutsche Physikalische Gesellschaft (DPG). With a circulation of round 55,000 copies, 11 monthly issues and 2 specials, Physik Journal is the most important physics journal in German-speaking countries. The readers are physicists in academia and non-academic research institutes, in industry, banks, insurances and consultancies.

Physik Journal reports on advances and new developments in physics, on applied physics and technology. The monthly issues contain regular sections such as High Tech, overviews, everyday physics, recensions and professional portrait. Each issue has a special focus, plus user reports and product information relating to the fields of lasers, optics and photonics and events as well as the DPG congress. The realm of information is supplemented by the rubric products/companies, a list of suppliers and the situations vacant ads.

The online version of Physik Journal is part of www.pro-physik.de, the leading German-language expert portal for all areas of physics with daily updates on industry, technology, research and academia. Products from the sectors lasers, metrology, nanotechnology, optics and photonics, software and vacuum technology complete the offer.

Overview

Publication Frequency
11 times a year, and 2 special issues

Volume
Volume 20, 2021

Print Run
55,000

Commercial Manager
Jörg Wüllner

Senior Account Manager
Anne Anders

Editorial
Dr. Maike Pfalz

Annual Subscription
upon request
cs-germany@wiley.com

ISSN
1617-9439

Journal Format
DIN A4
## Analysis

### Print-Run Analysis

<table>
<thead>
<tr>
<th>Description</th>
<th>Copies</th>
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<td>Print run</td>
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<td>3,577</td>
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<tr>
<td>of which for members</td>
<td>54,082</td>
</tr>
<tr>
<td>Rest, archived, proofs</td>
<td>185</td>
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</table>

Average copies per issue (1 July 2019 through 30 June 2020)

### Scope Analysis 2019 = 11 issues

<table>
<thead>
<tr>
<th>Description</th>
<th>Pages</th>
<th>%</th>
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<tbody>
<tr>
<td>Total content</td>
<td>1,116</td>
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<tr>
<td>Editorial</td>
<td>828.9</td>
<td>74.3</td>
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<td>Advertising</td>
<td>287.1</td>
<td>25.7</td>
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<tr>
<td>of which</td>
<td></td>
<td></td>
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<tr>
<td>Jobs</td>
<td>15.9</td>
<td>5.5</td>
</tr>
<tr>
<td>Inserts</td>
<td>14</td>
<td>4.9</td>
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<tr>
<td>Publisher’s own ads/inserts</td>
<td>38.6</td>
<td>13.4</td>
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### Content Analysis of the Editorial Part 2019 = 829 pages

<table>
<thead>
<tr>
<th>Description</th>
<th>Pages</th>
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<tr>
<td>News</td>
<td>143</td>
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<tr>
<td>Focus</td>
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<td>5.3</td>
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<tr>
<td>Expert articles</td>
<td>185</td>
<td>22.3</td>
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<tr>
<td>Education and Career/Forum</td>
<td>64</td>
<td>7.7</td>
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<tr>
<td>Opinions/Letters</td>
<td>19</td>
<td>2.3</td>
</tr>
<tr>
<td>People</td>
<td>74</td>
<td>8.9</td>
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<td>Congress reports</td>
<td>13</td>
<td>1.6</td>
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<td>Recensions</td>
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<td>2.7</td>
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<tr>
<td>DPG news</td>
<td>123</td>
<td>14.8</td>
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<td>Product information/Company news</td>
<td>57</td>
<td>6.9</td>
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<tr>
<td>Other</td>
<td>85</td>
<td>10.3</td>
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<tr>
<td>Total</td>
<td>829</td>
<td>100.0</td>
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</table>
Analysis DPG

Facts and figures
The DPG has got 55,051 members. 137 members are institutional members (institutes, libraries, schools, companies). The remaining members (99.8%) are personal members, who subdivide in the following way:

<table>
<thead>
<tr>
<th>Category</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>PhD students, assistants</td>
<td>32.6 %</td>
</tr>
<tr>
<td>Students</td>
<td>23.8 %</td>
</tr>
<tr>
<td>Industrial physicists</td>
<td>13.4 %</td>
</tr>
<tr>
<td>Physicists working in non-university research</td>
<td>9.2 %</td>
</tr>
<tr>
<td>Members from publicity campaigns</td>
<td>6.4 %</td>
</tr>
<tr>
<td>Physicists working in other sectors (self-employed, Consulting, Banks and Software)</td>
<td>6.3 %</td>
</tr>
<tr>
<td>Professors</td>
<td>5.1 %</td>
</tr>
<tr>
<td>Teachers and teacher trainees</td>
<td>4.7 %</td>
</tr>
<tr>
<td>Physicists working in the sector of scientific organisation and administration</td>
<td>1%</td>
</tr>
</tbody>
</table>

6.7 % of the personal members live abroad.
The portion of women is 15.2 %. The median of the age of the members is 36 years, the average 39,7 years.

Age Structure of DPG

In the chart, the age structure of DPG is shown. Because of the relatively low number of DPG members below 10 years service, the cohorts between 0–9 and 10–19 years are summed up. The share of male members is depicted in blue, whereas the female share is in green. Most DPG members are younger than 40 years old. In this segment, the share of female physicists is much higher than the total average.
Prices & Formats

Advertisements | Width / height (mm) | Price €
--- | --- | ---
1/1 Page | 186 x 260 | 8,280
2/3 Page | 128 x 254 | 6,830
2/3 Page | 186 x 168 | 6,830
Juniorpage | 128 x 190 | 5,495
1/2 portrait | 99 x 254 | 5,155
1/2 landscape | 186 x 128 | 5,155
1/3 portrait | 52 x 254 | 4,285
1/3 landscape | 186 x 85 | 4,285
1/4 portrait | 90 x 128 | 3,550
1/4 landscape | 186 x 64 | 3,550
1/8 portrait | 90 x 64 | 2,740
1/8 landscape | 186 x 32 | 2,740

These formats and rates are not applicable to job ads. Please refer to page 7.

Prominent Positioning

2nd or 4th cover | 185 x 260 | 8,795

Surcharges

Ads extending into bleed area | | 450

Surcharges are not eligible for discount

Inserts | Width / height (mm) | Price €
--- | --- | ---
1 sheet = 2 pages* | 210 x 297 | 6,560
1 sheet = 2 pages* | 420 x 297 | 9,840

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

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

Loose Inserts | Weight | Price €
--- | --- | ---
loosely inserted up to 25 g per item and up to a format of 200 x 287 mm (only for German distribution)
per 1000 up to 25 g | 295

Part of Print-run 25 % surcharge

Heavier supplements upon request

Stuck-on postcards | Price €
--- | ---
| 1,825

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 January 2021 and supersedes all previous price lists.
Formats

1/1 Pages
Type Area/Bleed Size
Type Area: portrait: 186 x 260 mm
landscape: 210 x 297 mm

Bleed Size: portrait: 210 x 297 mm
landscape: 210 x 297 mm

Final Size: 216 x 303 mm

1/2 Pages
Type Area/Bleed Size
Type Area: portrait: 99 x 254 mm
landscape: 186 x 128 mm

Bleed Size: portrait: 109 x 297 mm
landscape: 210 x 151 mm

Juniorpage
Type Area/Bleed Size
Type Area: 128 x 190 mm

Bleed Size: 138 x 214 mm

1/3 Pages
Type Area/Bleed Size
Type Area: portrait: 52 x 254 mm
landscape: 186 x 85 mm

Bleed Size: portrait: 80 x 297 mm
landscape: 210 x 109 mm

1/4 Pages
Type Area/Bleed Size
Type Area: landscape: 186 x 64 mm

Bleed Size: landscape: 210 x 87 mm

1/4 | 1/8 Pages
Type Area/Bleed Size
Type Area: classic: 90 x 128 mm

Bleed Size: classic: 109 x 152 mm

Type Area: classic: 90 x 64 mm

Bleed Size: classic: 109 x 88 mm

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

**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. 2 mm high and 34 mm wide and includes around 25 characters. Logos are converted to lines according to print size.

**Price**

<table>
<thead>
<tr>
<th></th>
<th>Euro</th>
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<tbody>
<tr>
<td>1 printed line per rubric and issue</td>
<td>11.40</td>
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<tr>
<td>Annual rate for 11 issues</td>
<td>125.40</td>
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</table>

**Discounts**

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

**Conditions**

- List of supplier entries 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

**Services Print and Online**

<p>| | |</p>
<table>
<thead>
<tr>
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</thead>
<tbody>
<tr>
<td>Physik Journal circulation per issue</td>
<td>55,000</td>
</tr>
<tr>
<td>Unique visitors pro-physik.de each month</td>
<td>40,000</td>
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<tr>
<td>Page impressions each month</td>
<td>100,000</td>
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<tr>
<td>Visits each month</td>
<td>57,000</td>
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Source: Google Analytics

**Jobs**

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<thead>
<tr>
<th></th>
<th>width (mm)</th>
<th>Rate € / mm Height</th>
<th>Surcharges</th>
<th>Price € 4C</th>
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<tbody>
<tr>
<td>Job Ads</td>
<td>90</td>
<td>16.50</td>
<td>per color (CMYK)</td>
<td>560</td>
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<td></td>
<td>180</td>
<td>33.00</td>
<td>4c</td>
<td>1,680</td>
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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 Month:**

- Run-time: four week placement on pro-physik.de (highlighted position)
- Promotion through the Physics E-Newsletter with a total of 54,000 sends
- Promotion through WILEY ONLINE LIBRARY (WOL): WOL is WILEY’s global content hub for peer reviewed research articles, hosting more than 1,600 journals, generating over 70 million page views each month. With WILEY’s highly targeted banner advertising opportunities you will benefit from an increased audience reach and relevant journal content (10,000 Page impressions).

Format: Leaderboard (728 x 90 px)

Price/Month (€) 1,950
## Dates & Contents

<table>
<thead>
<tr>
<th>Issues</th>
<th>1 January</th>
<th>2 February</th>
<th>3 March</th>
<th>4 April</th>
</tr>
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<tbody>
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<td>Publishing date</td>
<td>11 January 2021</td>
<td>1 February 2021</td>
<td>1 March 2021</td>
<td>1 April 2021</td>
</tr>
<tr>
<td>Advertising deadline</td>
<td>7 December 2020</td>
<td>30 December 2020</td>
<td>1 February 2021</td>
<td>4 March 2021</td>
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### TRADE SHOWS & CONFERENCES

**W3+ Fair**
Wetzlar, Germany
February 24–25

**DPG-Meetings**
virtual
March 01–04
March 11–12
March 15–17
March 22–24
March 15–19

**Hannover Messe**
Hanover, Germany
April 12–16

**SPIE Photonics West**
San Francisco, CA, USA
March 06–11

**EuroBLECH**
Hanover, Germany
March 09–12

### TOPICS

- Quantum Optics
- Astrophysics
- DPG-Meeting
- Particle Physics

### PRODUCTS/COMPANIES

- Vacuum Technology
- Nanotechnology
- Solar Technology
- Metrology
- Sensor Technology
- Optics
- Laser
- Software

### SPECIAL DPG-SPRING MEETINGS:

- User reports
- Featured products
- with Company Profiles

### TRADE SHOWS & CONFERENCES

**SMTconnect**
Nuremberg, Germany
May 04–06

**Sensor + Test**
Nuremberg, Germany
May 04–06

**Control**
Stuttgart, Germany
May 04–07

### TOPICS

- Biophysics
- Laser / Optics
- Nuclear Physics

### PRODUCTS/COMPANIES

- Laser
- Optics and Photonics
- Metrology
- Vacuum Technology
- Nanotechnology
- Software

- Sensor Technology
- Process Control
- Nanotechnology
- Software

- Topic LASER World of PHOTONICS:
- User Reports
- Featured Products

- Vacuum Technology
- Nanotechnology
- Solar Technology
- Metrology
# Dates & Contents

<table>
<thead>
<tr>
<th>Issues</th>
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<tr>
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<td>August–September</td>
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<tr>
<td></td>
<td>October</td>
</tr>
<tr>
<td></td>
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<tr>
<td>Publishing date</td>
<td>1 September 2021</td>
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<td>Advertising deadline</td>
<td>4 August 2021</td>
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<td>21 October 2021</td>
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<td>23 September 2021</td>
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<td>3 November 2021</td>
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## TRADE SHOWS & CONFERENCES

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<tr>
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<th>DPG-Tagungen</th>
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<tr>
<td></td>
<td>Jena, Germany</td>
<td>August 30–September 03</td>
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<tr>
<td></td>
<td>Kaiserslautern, Germany</td>
<td>September 20–24</td>
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<td>Berlin, Germany</td>
<td>September 26–October 01</td>
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<table>
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<th>DPG-Meetings</th>
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<td></td>
<td>Milan, Italy</td>
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<th>SEMICON Europa</th>
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<thead>
<tr>
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<tr>
<th></th>
<th>sps smart production solutions</th>
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## TOPICS

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<th>TOPICS</th>
<th>Prize winning articles</th>
<th>Material Sciences</th>
<th>Solid State Physics</th>
<th>Nobelprizes</th>
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<td>DPG-Meetings</td>
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## PRODUCTS/COMPANIES

### Special DPG-Meetings:

- User Reports
- Featured products
- with Company Profiles

<table>
<thead>
<tr>
<th>PRODUCTS/COMPANIES</th>
<th>Materials</th>
<th>Surface Technology</th>
<th>Laser</th>
<th>Optics and Photonics</th>
<th>Metrology</th>
<th>Vacuum Technology</th>
<th>Nanotechnology</th>
<th>Software</th>
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<tr>
<td>DPG-Meetings:</td>
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<tr>
<th></th>
<th>Laser</th>
<th>Optics</th>
<th>Process Control</th>
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<tr>
<th></th>
<th>Laser</th>
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<thead>
<tr>
<th></th>
<th>Metrology</th>
<th>Sensor Technology</th>
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<thead>
<tr>
<th></th>
<th>Vacuum Technology</th>
<th>Software</th>
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</tbody>
</table>
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

**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
**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.

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**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

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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 6 months on pro-physik.de, contact details of participants.

**Cost per Webinar**: € 12,810

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**Banner**

<table>
<thead>
<tr>
<th>Banner format</th>
<th>Price €/Month</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leaderboard (728 x 90 px)</td>
<td>1,250</td>
</tr>
<tr>
<td>Wide Skyscraper (160 x 600 px)</td>
<td>1,455</td>
</tr>
<tr>
<td>Rectangle (180 x 150 px)</td>
<td>1,190</td>
</tr>
</tbody>
</table>

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**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**

<table>
<thead>
<tr>
<th>Full Size Banner (468 x 60 px)</th>
<th>Price €/Month</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>1,100</td>
</tr>
</tbody>
</table>

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We will be happy to provide further information about online advertising options on pro-physik.de
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
General Terms and Conditions for Advertisements, Supplements, Digital Advertising

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 printed media (hereinafter: “publisher”) for the purpose of dissemination and relating to the placement of online advertising on the publisher’s website. 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 ones stated in the order within the agreed timeframe or that stated in clause 3. 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.

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 on the ground or magazine, or which contain third-party adverts, shall not be accepted. Rejection of an order shall be communicated to the advertiser 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 orders – 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 contravenes legal or regulatory stipulations or if their publication is unacceptable for the publisher. 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.

9. The client is responsible for punctual delivery of proper ready-to-print material or supplements or for punctual delivery of materials required for online advertising, in the case of display advertising as well as for the guarantees of the publisher 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 customary for the type of print and in the title, on the quantity 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.

10. 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 deficiencies 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.

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

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 performances, mechanical reproduction rights in Germany) or other copyright associations and/or owners have been obtained.

13. The client shall be entitled to a reduction in payment or a corrected replacement advert in cases of faulty or partly illegible, incorrect or incomplete printing of adverts, but only to the extent that the order agreement was affected as a result of 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, otherwise the order will be deemed as accepted. Invoices 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.

14. (1) The client’s claims for damages shall be excluded unless provided for otherwise herein-after. This exclusion of liability shall also apply in favour of the publisher’s legal representatives and vicarious agents in the event that the client asserts claims against them. (2) Claims for damages on account of death, injuries or adverse health effects as well as claims for damages caused by a violation of essential contractual obligations shall be exempt from the liability exclusion in paragraph 1. Essential contractual obligations shall mean obligations, the fulfilment of which is necessary in order to achieve the objectives of the contract. Liability for damages caused by intentional or grossly negligent breaches of obligations on the part of the publisher, his legal representatives or vicarious agents shall also be exempt from the liability exclusion.

15. The provisions of the German Product Liability Act (ProdukthaftG) shall not be affected by the above.

16. 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 a sample on time sent on request by the publisher, approval for print shall be deemed to have been given.

17. 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.

18. The publisher's vouchers that he is entitled to set the hyperlinks connected to the online advertising. The client furthermore affirms that he will abide by the applicable data privacy legislation – in particular of 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 publication under the order concerned until payment is made and demand advance payments for the remaining payment. Where there is established 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 settlement of outstanding invoices, regardless of the payment terms originally agreed.

21. The publisher shall grant the client the right to insert the advert along with the invoice. Depending on the extent of personal data.

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 circulation figure 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 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 advert.

23. The publisher shall not be responsible for any delays in performance 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 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 Weilheim, Germany.

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