2021
REFRESH YOUR MARKETING
Vakuum in Forschung und Praxis
www.vip-journal.de
Vakuum in Forschung und Praxis

**Short description**

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

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

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

In addition, VIP offers the latest news from the sector on the pro-physik.de physics portal and a subscription to the online version via the WILEY ONLINE LIBRARY.
### 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>187 x 250</td>
<td>5,750</td>
</tr>
<tr>
<td>2/3 Page</td>
<td>120 x 250</td>
<td>4,540</td>
</tr>
<tr>
<td>2/3 Page</td>
<td>187 x 166</td>
<td>4,540</td>
</tr>
<tr>
<td>Junior page</td>
<td>119 x 186</td>
<td>4,130</td>
</tr>
<tr>
<td>1/2 portrait</td>
<td>90 x 250</td>
<td>3,610</td>
</tr>
<tr>
<td>1/2 landscape</td>
<td>187 x 125</td>
<td>3,610</td>
</tr>
<tr>
<td>1/3 portrait</td>
<td>60 x 250</td>
<td>2,900</td>
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<tr>
<td>1/3 landscape</td>
<td>187 x 84</td>
<td>2,900</td>
</tr>
<tr>
<td>1/4 portrait</td>
<td>90 x 128</td>
<td>2,440</td>
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<tr>
<td>1/4 landscape</td>
<td>187 x 63</td>
<td>2,440</td>
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<tr>
<td>1/8 portrait</td>
<td>90 x 63</td>
<td>1,950</td>
</tr>
<tr>
<td>1/8 landscape</td>
<td>187 x 30</td>
<td>1,950</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>inserts</th>
<th>Width / height (mm)</th>
<th>Price €</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 sheet = 2 pages*</td>
<td>210 x 297</td>
<td>4,490</td>
</tr>
<tr>
<td>1 sheet = 2 pages*</td>
<td>420 x 297</td>
<td>6,740</td>
</tr>
</tbody>
</table>

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

### Prominent Positioning
- Front Cover & Caption: 4,920
- 2nd or 4th cover: 210 x 297*: 6,080

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

### Surcharges
- Ads extending into bleed area: 300

Surcharges are not eligible for discount.

### Inserts

<table>
<thead>
<tr>
<th>Inserts</th>
<th>Width / height (mm)</th>
<th>Price €</th>
</tr>
</thead>
<tbody>
<tr>
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</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Weight</th>
<th>Price €</th>
</tr>
</thead>
<tbody>
<tr>
<td>loosely inserted up to 25 g per item and up to a format of 200 x 287 mm (only for German distribution)</td>
<td>2,350</td>
</tr>
<tr>
<td>Print run 3,000 copies up to 25 g</td>
<td>2,350</td>
</tr>
</tbody>
</table>

Heavier supplements upon request

### Discounts
for several ads within 12 months (year of insertion):
- 3 Advertisement: 5%
- 6 Advertisement: 10%
- 9 Advertisement: 15%
- 12 Advertisement: 20%

Jobs and opportunities ads are not eligible for discount.

We grant combination discounts.
Requirements: At least three ads in two or more journals. Min. Size 1/4 page DIN A4. Within 12 months (year of insertion).

### Terms of Payment:
Payment within 30 days without deduction.

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

VAT-Id.No.: DE136766623
Tax No.: 47020/29082

All prices are subject to the statutory VAT.

The new price list comes into effect on 1 January 2021 and supersedes all previous price lists.
Prices & Formats

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

All entries are additionally placed online on www.pro-physik.de free of charge.

<table>
<thead>
<tr>
<th>Premium Entry</th>
<th>Euro per Issue and Keyword</th>
</tr>
</thead>
<tbody>
<tr>
<td>Entry up to seven lines for company and contact details and company logo up to 10 mm logo height, 4c</td>
<td>130</td>
</tr>
<tr>
<td>Company logos are placed above the address</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Basic Entry</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Basic entry up to four lines for company and contact details</td>
<td>70</td>
</tr>
</tbody>
</table>

Example for premium entry
Bühler Alzenau GmbH
Business Area Leybold Optics
Siemensstrasse 88
D-63755 Alzenau - Germany
T +49 6023 500 0
F +49 6023 500 150
leyboldoptics@buhlergroup.com

Example for basic entry
MaTeck GmbH Forschungsmaterialien
Im Langenbroich 20
52428 Jülich
Tel: 0 24 61/93 52-0, Fax: -11
service@mateck.de
http://www.mateck.de

Services Print and Online
Vakuum in Forschung und Praxis circulation per issue 3,000
Unique visitors pro-physik.de each month 40,000
Page impressions each month 100,000
Visits each month 57,000
Source: Google Analytics

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

1/1 Pages
Type Area/Bleed Size

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

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

Juniorpage
Type Area/Bleed Size

Type Area:
119 x 186 mm

Bleed Size:
134 x 209 mm

1/3 Pages
Type Area/Bleed Size

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

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

1/4 Pages
Type Area/Bleed Size

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

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

1/8 Pages
Type Area/Bleed Size

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

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

Please provide advertisements in bleed size with 3 mm overlap on all sides.
## Dates & Contents

<table>
<thead>
<tr>
<th>Issues</th>
<th>Publishing Date</th>
<th>Advertising Deadline</th>
<th>Dates &amp; Contents</th>
</tr>
</thead>
</table>
| 1 | February 2021 | 22 January 2021 | PUMPS & VALVES 2021  
• Zurich, Switzerland  
February 10–11  
• Dortmund, Germany  
February 24–25 |
| 2 | April 2021 | 4 March 2021 | Hannover Messe  
Hanover, Germany  
April 12–16 |
| 3 | June 2021 | 30 April 2021 | Intersolar Europe  
Munich, Germany  
June 09–11 |

### Trade Shows | Conferences

<table>
<thead>
<tr>
<th>Event</th>
<th>Date</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>PUMPS &amp; VALVES 2021</strong></td>
<td>February 10–11 and February 24–25</td>
<td>Zurich, Switzerland; Dortmund, Germany</td>
</tr>
<tr>
<td><strong>Hannover Messe</strong></td>
<td>April 12–16</td>
<td>Hanover, Germany</td>
</tr>
<tr>
<td><strong>Intersolar Europe</strong></td>
<td>June 09–11</td>
<td>Munich, Germany</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Event</th>
<th>Date</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>W³+ Fair</strong></td>
<td>February 24–25</td>
<td>Wetzlar, Germany</td>
</tr>
<tr>
<td><strong>International Conference on Metallurgical Coatings and Thin Films (ICMCTF)</strong></td>
<td>April 25–30</td>
<td>San Diego, CA, USA</td>
</tr>
<tr>
<td><strong>glasstec</strong></td>
<td>June 15–18</td>
<td>Düsseldorf, Germany</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Event</th>
<th>Date</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>DPG-Meetings</strong></td>
<td>March 01–04</td>
<td>Virtual</td>
</tr>
<tr>
<td></td>
<td>March 15–19</td>
<td>Dortmund, Germany</td>
</tr>
</tbody>
</table>

| **SVC Annual Technical Conference** | May 01–06 | Nashville, TN, USA |
| **SMTconnect** | May 04–06 | Nuremberg, Germany |
| **Sensor + Test** | May 04–06 | Nuremberg, Germany |
| **Control** | May 04–07 | Stuttgart, Germany |
| **European Vacuum Conference (EVC)** | May 31 – June 04 | Marseilles, France |
| **Salon du vide et des traitements des matériaux (SVTM)** | June 02–03 | Marseilles, France |

### Focus

**Pumps:** New technology and extended applications  
- Oil-free pumping system  
- Screw, turbomolecular and cryogenic pumps  
- Compact vacuum pumps and mobile technologies  
- Analytical and laboratory applications  
- Conservation of cultural assets  
- Metallurgy  
- 3D Printing and Additive Manufacturing  

**Resource conservation and recycling management:** Bioeconomy in the vacuum industry  
- Vacuum pumps: quiet, clean, efficient, and sustainable  
- Materials management: Recycling of vacuum components  
- Minimization of rejects: First-Time-Right process control  
- Energy technology: Solar energy in production  
- Air-conditioning technology: Natural resources in production  
- Anticipatory action: Predictive Maintenance  
- Industrial transformation: digitalization, individualization, climate change mitigation  

**Gases:** Pressure measurement, dosage, leakage tests  
- Gauges and calibration  
- Mass flow controller and evaporators  
- Partial pressure analysers and mass spectrometers  
- Helium and helium recovery  
- Process gases and precursors  
- Integration into processes  
- Vacuum-tight connections

### KNOWLEDGE COMPACT:

**Lexicons:** Vacuum for Users, Surface Analytics  
**GIG** – Learned is Learned: Fundamentals of Vacuum Technology

### Permanent Sections

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

<table>
<thead>
<tr>
<th>Issues</th>
<th>Publishing Date</th>
<th>Advertising Deadline</th>
</tr>
</thead>
<tbody>
<tr>
<td>4 August</td>
<td>26 August 2021</td>
<td>28 July 2021</td>
</tr>
<tr>
<td>5 October</td>
<td>20 October 2021</td>
<td>21 September 2021</td>
</tr>
<tr>
<td>6 December</td>
<td>13 December 2021</td>
<td>12 November 2021</td>
</tr>
</tbody>
</table>

## Trade Shows | Conferences

<table>
<thead>
<tr>
<th>Event</th>
<th>Location</th>
<th>Dates</th>
</tr>
</thead>
<tbody>
<tr>
<td>Asian-European International Conference on Plasma Surface Engineering (AEPSE)</td>
<td>Busan, South Korea</td>
<td>September</td>
</tr>
<tr>
<td>DPG-Meetings</td>
<td>Kaiserslautern, Germany</td>
<td>September 20–24</td>
</tr>
<tr>
<td>• Atomic, Molecular, Plasma Physics and Quantum Optics Section (SAMOP)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Condensed Matter Section (SKM) and 84. Annual Meeting of DPG</td>
<td>Berlin, Germany</td>
<td>September 26–October 01</td>
</tr>
<tr>
<td>eMove360°</td>
<td>Munich, Germany</td>
<td>November 16-18</td>
</tr>
<tr>
<td>SEMICON Europa</td>
<td>Munich, Germany</td>
<td>November 16-19</td>
</tr>
<tr>
<td>sps smart production solutions</td>
<td>Nuremberg, Germany</td>
<td>November 23–25</td>
</tr>
<tr>
<td>VISION</td>
<td>Stuttgart, Germany</td>
<td>October 05–07</td>
</tr>
<tr>
<td>parts2clean</td>
<td>Stuttgart, Germany</td>
<td>October 05–07</td>
</tr>
<tr>
<td>PUMPS &amp; VALVES 2021</td>
<td>Rotterdam, Netherlands</td>
<td>October 06–07</td>
</tr>
<tr>
<td>EFDS 2021</td>
<td>Dresden, Germany</td>
<td>October 12–14</td>
</tr>
</tbody>
</table>

## Focus

<table>
<thead>
<tr>
<th>Topic</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>HIPIMS: Equipment, processes, applications</td>
<td>- Magnetrons and pulse generators&lt;br&gt;- Pulse tuning and control&lt;br&gt;- Process parameters and plasma diagnostics&lt;br&gt;- Film deposition and analysis&lt;br&gt;- System configurations&lt;br&gt;- TCO high performance coatings&lt;br&gt;- Tribological coatings</td>
</tr>
<tr>
<td>Semiconductors: Challenges for vacuum and plasma technologies</td>
<td>- Deposition of semiconductor materials&lt;br&gt;- Micro- and nano-structuring&lt;br&gt;- EUV Lithography&lt;br&gt;- Modification and characterization of materials&lt;br&gt;- Technical equipment of clean rooms&lt;br&gt;- Photovoltaics</td>
</tr>
<tr>
<td>2D Materials: Production and potential of individual atomic layers</td>
<td>- Graphene, Mxene, MO2, hBN &amp; Co.&lt;br&gt;- Scalability of structures&lt;br&gt;- CVD, PVD and MBE&lt;br&gt;- Nano-Spectroscopy&lt;br&gt;- Electronic Devices&lt;br&gt;- Biosensors</td>
</tr>
</tbody>
</table>

## KNOWLEDGE COMPACT:

**Lexicons:** Vacuum for Users, Surface Analytics | **GIG** – Learned is Learned: Fundamentals of Vacuum Technology

## Permanent Sections

**News:** Industry and Research | **Products:** Information and Reports | **Community:** Companies, Institutes, Persons

**Events:** Preview and Follow-Up of Trade Fairs and Conferences | **Perspectives:** New Applications, New Processes, Future Markets

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

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

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

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

Printing and binding
Offset, adhesive
Print profile: ISO Coated_v2

Colors
Euroscale

Delivery via e-mail:
sedam@wiley.com

Only the following file formats can be processed:
PDF (.pdf) created with print optimization.
EPS (.eps)
Tiff or JPG (non-compressed)

Unsecured files:
Photoshop
InDesign

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

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

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

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

We accept all normal data media.

Delivery via E-Mail
sedam@wiley.com

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

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

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>

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.

Cost/month € 1,100

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 magazines of Wiley-VCH GmbH (hereinafter: “publisher”) for the purpose of dissemination and relating to the placement of online advertising on the publisher’s websites. 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 same 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 exclusive- ly 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 be informed about the advert deadline of whether the order can be executed in the requested manner.

7. Adverts and online advertising not directly recognisable as adverts because of their edito- rial 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. 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 sub- mitted 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 sup- plishments or for punctual delivery of materials required for online advertising, in the case of digital ready-to-print material, also 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 customa- rily, unless the title to the quality of the printed product is to the client.

10. Before a digital transmission of the artwork, the client is responsible for ensuring by means of sui- table 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 mate- rial 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 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) or other copyright associations and/or owners have been obtained.

14. 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 purpose of the advert is to be achieved 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 and must be submitted directly to the publisher. Otherwise, any claims for damages shall be forfeited.

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 a specified period the sample 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 require the client to set the hyperlinks connected to the online adver- tising. The client furthermore affirms that he will abide by the applicable data privacy leg- islation – 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 invoice 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. Where the publisher has 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 settle- ment of outstanding invoices, regardless of the payment terms originally agreed.

21. The publisher shall provide, at the client’s request, 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 by 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 adverts.

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 Weinheim, Germany.

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