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.
Analysis

### Print-Run Analysis

<table>
<thead>
<tr>
<th>Description</th>
<th>Copies</th>
</tr>
</thead>
<tbody>
<tr>
<td>Print run</td>
<td>54,554</td>
</tr>
<tr>
<td>Actual distributed print run</td>
<td>54,369</td>
</tr>
<tr>
<td>of which abroad</td>
<td>3,577</td>
</tr>
<tr>
<td>of which for members</td>
<td>54,082</td>
</tr>
<tr>
<td>Rest, archived, proofs</td>
<td>185</td>
</tr>
</tbody>
</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>
</tr>
</thead>
<tbody>
<tr>
<td>Total content</td>
<td>1,116</td>
<td>100.0</td>
</tr>
<tr>
<td>Editorial</td>
<td>828.9</td>
<td>74.3</td>
</tr>
<tr>
<td>Advertising</td>
<td>287.1</td>
<td>25.7</td>
</tr>
<tr>
<td>of which</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Jobs</td>
<td>15.9</td>
<td>5.5</td>
</tr>
<tr>
<td>Inserts</td>
<td>14</td>
<td>4.9</td>
</tr>
<tr>
<td>Publisher’s own ads/inserts</td>
<td>38.6</td>
<td>13.4</td>
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</table>

### Content Analysis of the Editorial Part 2019 = 829 pages

<table>
<thead>
<tr>
<th>Description</th>
<th>Pages</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>News</td>
<td>143</td>
<td>17.2</td>
</tr>
<tr>
<td>Focus</td>
<td>44</td>
<td>5.3</td>
</tr>
<tr>
<td>Expert articles</td>
<td>185</td>
<td>22.3</td>
</tr>
<tr>
<td>Education and Career/Forum</td>
<td>64</td>
<td>7.7</td>
</tr>
<tr>
<td>Opinions/Letters</td>
<td>19</td>
<td>2.3</td>
</tr>
<tr>
<td>People</td>
<td>74</td>
<td>8.9</td>
</tr>
<tr>
<td>Congress reports</td>
<td>13</td>
<td>1.6</td>
</tr>
<tr>
<td>Recensions</td>
<td>22</td>
<td>2.7</td>
</tr>
<tr>
<td>DPG news</td>
<td>123</td>
<td>14.8</td>
</tr>
<tr>
<td>Product information/Company news</td>
<td>57</td>
<td>6.9</td>
</tr>
<tr>
<td>Other</td>
<td>85</td>
<td>10.3</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>829</strong></td>
<td><strong>100.0</strong></td>
</tr>
</tbody>
</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

<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>6,560</td>
</tr>
<tr>
<td>1 sheet = 2 pages*</td>
<td>420 x 297</td>
<td>9,840</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

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

<table>
<thead>
<tr>
<th>1/1 Pages</th>
<th>Type Area/Bleed Size</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Type Area:</strong></td>
<td>portrait: 186 x 260 mm</td>
</tr>
<tr>
<td><strong>Bleed Size:</strong></td>
<td>portrait: 210 x 297 mm</td>
</tr>
<tr>
<td>+ 3 mm Overlap on all sides</td>
<td></td>
</tr>
<tr>
<td><strong>Final Size:</strong></td>
<td>216 x 303 mm</td>
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</table>

<table>
<thead>
<tr>
<th>1/2 Pages</th>
<th>Type Area/Bleed Size</th>
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</thead>
<tbody>
<tr>
<td><strong>Type Area:</strong></td>
<td>portrait: 99 x 254 mm</td>
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<tr>
<td>landscape: 186 x 128 mm</td>
<td></td>
</tr>
<tr>
<td><strong>Bleed Size:</strong></td>
<td>portrait: 109 x 297 mm</td>
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<tr>
<td>landscape: 210 x 151 mm</td>
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</table>

<table>
<thead>
<tr>
<th>Juniorpage</th>
<th>Type Area/Bleed Size</th>
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<tbody>
<tr>
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<td>portrait: 128 x 190 mm</td>
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<tr>
<td>landscape: 138 x 214 mm</td>
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<table>
<thead>
<tr>
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<tbody>
<tr>
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<td>portrait: 52 x 254 mm</td>
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<tr>
<td>landscape: 186 x 85 mm</td>
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<tr>
<td><strong>Bleed Size:</strong></td>
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<tr>
<td>landscape: 210 x 109 mm</td>
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<table>
<thead>
<tr>
<th>1/4</th>
<th>1/8 Pages</th>
<th>Type Area/Bleed Size</th>
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<tbody>
<tr>
<td><strong>Type Area:</strong></td>
<td>landscape: 186 x 64 mm</td>
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</tr>
<tr>
<td><strong>Bleed Size:</strong></td>
<td>landscape: 210 x 87 mm</td>
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</tbody>
</table>

| **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 |
| **Type Area:** | landscape: 186 x 32 mm |
| **Bleed Size:** | landscape: 210 x 56 mm |

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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](http://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**
- 1 printed line per rubric and issue: €11.40
- Annual rate for 11 issues: €125.40

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

**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.
- Cancellation possible each quarter to the end of the following quarter.

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

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

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](http://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

**Services Print and Online**

| Physik Journal circulation per issue | 55,000 |
| Unique visitors pro-physik.de each month | 40,000 |
| Page impressions each month | 100,000 |
| Visits each month | 57,000 |

Source: Google Analytics
## Dates & Contents

<table>
<thead>
<tr>
<th>Issues</th>
<th>1 January</th>
<th>2 February</th>
<th>3 March</th>
<th>4 April</th>
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<tbody>
<tr>
<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>
</tr>
</tbody>
</table>

### 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
  - Hybrid, Dortmund
  - March 15–19
- **Hannover Messe**
  - Hanover, Germany
  - April 12–16

### 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

### Topics

- **Biophysics**
- **Laser / Optics**
- **Nuclear Physics**

### PRODUCTS/COMPANIES

- **Laser**
- **Optics and Photonics**
- **Metrology**
- **Vacuum Technology**
- **Nanotechnology**
- **Software**
- **Sensor Technology**
- **Process Control**
- **Nanotechnology**
- **Software**

### Special Issue Physics’ Best (April)

<table>
<thead>
<tr>
<th>Publishing date</th>
<th>20 April 2021</th>
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<tbody>
<tr>
<td>Advertising deadline</td>
<td>23 March 2021</td>
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### 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

### Topics

- **Biophysics**
- **Laser / Optics**
- **Nuclear Physics**

### PRODUCTS/COMPANIES

- **Laser**
- **Optics and Photonics**
- **Metrology**
- **Vacuum Technology**
- **Nanotechnology**
- **Solar Technology**
- **Metrology**
# Dates & Contents

<table>
<thead>
<tr>
<th>Issues</th>
<th>8–9 August–September</th>
<th>10 October</th>
<th>Special Issue Best of October</th>
<th>11 November</th>
<th>12 December</th>
</tr>
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<tbody>
<tr>
<td>Publishing date</td>
<td>1 September 2021</td>
<td>1 October 2021</td>
<td>21 October 2021</td>
<td>2 November 2021</td>
<td>1 December 2021</td>
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<td>Advertising deadline</td>
<td>4 August 2021</td>
<td>3 September 2021</td>
<td>23 September 2021</td>
<td>4 October 2021</td>
<td>3 November 2021</td>
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## TRADE SHOWS

<table>
<thead>
<tr>
<th>EVENT</th>
<th>LOCATION</th>
<th>DATE</th>
</tr>
</thead>
<tbody>
<tr>
<td>DPG-Tagungen</td>
<td>Jena, Germany</td>
<td>August 30–September 03</td>
</tr>
<tr>
<td></td>
<td>Kaiserslautern, Germany</td>
<td>September 20–24</td>
</tr>
<tr>
<td></td>
<td>Berlin, Germany</td>
<td>September 26–October 01</td>
</tr>
<tr>
<td>DPG-Meetings</td>
<td>Stuttgart, Germany</td>
<td>October 05–07</td>
</tr>
<tr>
<td>EMO</td>
<td>Milan, Italy</td>
<td>October 04–09</td>
</tr>
<tr>
<td>VISION</td>
<td>Stuttgart, Germany</td>
<td>October 05–08</td>
</tr>
<tr>
<td>Motek</td>
<td>Stuttgart, Germany</td>
<td>October 05–08</td>
</tr>
<tr>
<td>Special Issue in German</td>
<td>Stuttgart, Germany</td>
<td>October 05–08</td>
</tr>
<tr>
<td>COMPAMED</td>
<td>Düsseldorf, Germany</td>
<td>November 15–18</td>
</tr>
<tr>
<td>MEDICA</td>
<td>Düsseldorf, Germany</td>
<td>November 15–18</td>
</tr>
<tr>
<td>productronica</td>
<td>Munich, Germany</td>
<td>November 16–19</td>
</tr>
<tr>
<td>Schweissen &amp; Schneiden</td>
<td>Essen, Germany</td>
<td>September 13–17</td>
</tr>
<tr>
<td>Fakuma</td>
<td>Friedrichshafen, Germany</td>
<td>October 12–16</td>
</tr>
<tr>
<td>W3+ Fair Rheintal</td>
<td>Dornbirn, Austria</td>
<td>September 22–23</td>
</tr>
<tr>
<td>Schweisstec</td>
<td>Stuttgart, Germany</td>
<td>October 26–29</td>
</tr>
<tr>
<td>Blechexpo</td>
<td>Stuttgart, Germany</td>
<td>October 26–29</td>
</tr>
<tr>
<td>SEMICON Europa</td>
<td>Munich, Germany</td>
<td>November 16–19</td>
</tr>
<tr>
<td>Fakuma</td>
<td>Friedrichshafen, Germany</td>
<td>October 12–16</td>
</tr>
<tr>
<td>W3+ Fair Rheintal</td>
<td>Dornbirn, Austria</td>
<td>September 22–23</td>
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<td>Blechexpo</td>
<td>Stuttgart, Germany</td>
<td>October 26–29</td>
</tr>
<tr>
<td>SEMICON Europa</td>
<td>Munich, Germany</td>
<td>November 16–19</td>
</tr>
</tbody>
</table>

## TOPICS

- Prize winning articles
- DPG-Meetings
- Material Sciences
- Solid State Physics
- Nobelprizes

## PRODUCTS/COMPANIES

### Special DPG-Meetings:
- User Reports
- Featured products with Company Profiles
- Materials
- Surface Technology
- Laser
- Optics and Photonics
- Metrology
- Vacuum Technology
- Nanotechnology
- Software
- Laser
- Optics
- Process Control
- Surface Technology
- Vacuum Technology
- Metrology
- Software
- Sensor Technology
- Software
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
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

WebSeminar

A WebSeminar 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 WebSeminar: € 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>
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<tr>
<td>Wide Skyscraper (160 x 600 px)</td>
<td>1,455</td>
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<tr>
<td>Rectangle (180 x 150 px)</td>
<td>1,190</td>
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</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.

Banner format | Price €/Month |
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<td>Full Size Banner (468 x 60 px)</td>
<td>1,100</td>
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We will be happy to provide further information about online advertising options on pro-physik.de
Benefit from 200 years of experience, a proven brand and reliable content. Use our unique scientific and industrial network!

Engage with the research community

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 magazine of Wiley-VCH 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 above stated 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, 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 be informed 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 order 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 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 digital ready-to-print supplements or supplements 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 applicable to the title and the production of the printing material. Before a digital transmission of artwork, the client is responsible for ensuring by means of suitable technical measures that the transmitted files are free of any computer viruses. Should the publisher discover computer viruses in a file transmitted by e-mail, said file will be deleted immediately without the possibility of the client making any related claims.

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. 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 safekeeping ends three months after expiry of contract) for the purpose of dissemination and relating to the placing 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.

12. 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 the order is affected. The claim 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. Claims – except if defects are not obvious – must be asserted within four weeks from receipt of the invoice.

13. (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 representati-

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 representati-

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 avoweth that he is the unconditional owner of all rights of use to the advertising 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-

18. The venue of any disputes that he is not entitled to set the hyperlink connected to the online advertising. The client furthermore affirms that he will abide by the applicable data privacy leg-


20. In the event of a delay or default 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-

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-

23. The publisher shall not be responsible for any delays in performance caused by unfore-

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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