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.

**Overview**

Publication Frequency
6 times a year

Volume
Volume 33, 2021

Print Run
3,000

Commercial Manager
Jörg Wüllner

Senior Account Manager
Änne Anders

Editorial
Dr. Oliver Dreissigacker
Lisa Kleinen

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

cs-germany@wiley.com

ISSN
0947-076X (print)
1522-2425 (online)

Journal Format
DIN A4

Organ
Organ of the DVG
Deutsche Vakuum-Gesellschaft e. V.
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>
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<tr>
<td>2/3 Page</td>
<td>187 x 166</td>
<td>4,540</td>
</tr>
<tr>
<td>Juniorpage</td>
<td>119 x 186</td>
<td>4,130</td>
</tr>
<tr>
<td>1/2 portrait</td>
<td>90 x 250</td>
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<td>60 x 250</td>
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<tr>
<td>1/3 landscape</td>
<td>187 x 84</td>
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<td>1/4 portrait</td>
<td>90 x 128</td>
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<tr>
<td>1/8 landscape</td>
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Prominent Positioning

<table>
<thead>
<tr>
<th></th>
<th>Price €</th>
</tr>
</thead>
<tbody>
<tr>
<td>Front Cover &amp; Caption</td>
<td>4,920</td>
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<tr>
<td>2nd or 4th cover</td>
<td>6,080</td>
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* Please provide advertisements in bleed size with 3 mm overlap on all sides.

Surcharges

<table>
<thead>
<tr>
<th>Surcharges</th>
<th>Price €</th>
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</thead>
<tbody>
<tr>
<td>Ads extending into bleed area</td>
<td>300</td>
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</table>

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>
<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>
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</table>

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

<table>
<thead>
<tr>
<th>Loose Inserts</th>
<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>up to 25 g</td>
<td>2,350</td>
</tr>
<tr>
<td>Print run 3,000 copies</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Heavier supplements upon request</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Discounts

for several ads within 12 months (year of insertion)

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

Jobs and opportunities ads are not eligible for discount

We grant combination discounts.

Requirements: At least three ads in two or more journals.

Min. Size 1/4 page DIN A4. Within 12 months (year of insertion).

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>

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

Example for premium entry

Bühlert 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

<table>
<thead>
<tr>
<th>Keywords</th>
<th>Discount (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>6 keywords or more</td>
<td>5</td>
</tr>
<tr>
<td>12 keywords or more</td>
<td>10</td>
</tr>
<tr>
<td>18 keywords or more</td>
<td>15</td>
</tr>
<tr>
<td>24 keywords or more</td>
<td>20</td>
</tr>
</tbody>
</table>
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 147 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: 90 x 297 mm
landscape: 210 x 147 mm

Juniorpage
Type Area/Bleed Size
Type Area: classic: 119 x 186 mm
landscape: 187 x 30 mm
Bleed Size: classic: 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: 102 x 297 mm
landscape: 210 x 147 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>1 February</th>
<th>2 April</th>
<th>3 June</th>
</tr>
</thead>
<tbody>
<tr>
<td>Publishing Date</td>
<td>19 February 2021</td>
<td>6 April 2021</td>
<td>2 June 2021</td>
</tr>
<tr>
<td>Advertising Deadline</td>
<td>22 January 2021</td>
<td>4 March 2021</td>
<td>30 April 2021</td>
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</table>

### Trade Shows | Conferences

<table>
<thead>
<tr>
<th>Event</th>
<th>Location</th>
<th>Dates</th>
</tr>
</thead>
<tbody>
<tr>
<td>PUMPS &amp; VALVES 2021</td>
<td>• Zurich, Switzerland</td>
<td>February 10–11</td>
</tr>
<tr>
<td></td>
<td>• Dortmund, Germany</td>
<td>February 24–25</td>
</tr>
<tr>
<td>Hannover Messe</td>
<td>Hanover, Germany</td>
<td>April 12–16</td>
</tr>
<tr>
<td>Intersolar Europe</td>
<td>Munich, Germany</td>
<td>June 09–11</td>
</tr>
<tr>
<td>W3+ Fair</td>
<td>Wetzlar, Germany</td>
<td>February 24–25</td>
</tr>
<tr>
<td>International Conference on Metallurgical Coatings and Thin Films (ICMCTF)</td>
<td>San Diego, CA, USA</td>
<td>April 25–30</td>
</tr>
<tr>
<td>glasstec</td>
<td>Düsseldorf, Germany</td>
<td>June 15–18</td>
</tr>
<tr>
<td>DPG-Meetings</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Surface Science Division</td>
<td>virtual</td>
</tr>
<tr>
<td></td>
<td>• Working Group on Accelerator Physics</td>
<td>Dortmund, Germany</td>
</tr>
<tr>
<td>SVC Annual Technical Conference</td>
<td>Nashville, TN, USA</td>
<td>May 01–06</td>
</tr>
<tr>
<td>SMTconnect</td>
<td>Nuremberg, Germany</td>
<td>May 04–06</td>
</tr>
<tr>
<td>Sensor + Test</td>
<td>Nuremberg, Germany</td>
<td>May 04–06</td>
</tr>
<tr>
<td>Control</td>
<td>Stuttgart, Germany</td>
<td>May 04–07</td>
</tr>
<tr>
<td>European Vacuum Conference (EVC)</td>
<td>Marseilles, France</td>
<td>May 31 – June 04</td>
</tr>
<tr>
<td>Salon du vide et des traitements des matériaux (SVTM)</td>
<td>Marseilles, France</td>
<td>June 02–03</td>
</tr>
</tbody>
</table>

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

### Trade Shows | Conferences

- **Australian-European International Conference on Plasma Surface Engineering (AEPSE)**
  - Busan, South Korea
  - September

- **eMove360°**
  - Munich, Germany
  - November 16–18

- **SEMICON Europa**
  - Munich, Germany
  - November 16–19

- **sps smart production solutions**
  - Nuremberg, Germany
  - November 23–25

### DPG-Meetings

- **Atomic, Molecular, Plasma Physics and Quantum Optics Section (SAMOP)**
  - Kaiserslautern, Germany
  - September 20–24

- **Condensed Matter Section (SKM) and 84. Annual Meeting of DPG**
  - Berlin, Germany
  - September 26–October 01

### Trade Shows

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

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

- **PUMPS & VALVES 2021**
  - Rotterdam, Netherlands
  - October 06–07

- **EFDS 2021**
  - Dresden, Germany
  - October 12–14

### Focus

- **HIPIMS: Equipment, processes, applications**
  - Magnetrons and pulse generators
  - Pulse tuning and control
  - Process parameters and plasma diagnostics
  - Film deposition and analysis
  - System configurations
  - TCO high performance coatings
  - Tribological coatings

- **Semiconductors: Challenges for vacuum and plasma technologies**
  - Deposition of semiconductor materials
  - Micro- and nano-structuring
  - EUV Lithography
  - Modification and characterization of materials
  - Technical equipment of clean rooms
  - Photovoltaics

- **2D Materials: Production and potential of individual atomic layers**
  - Graphene, Mxene, MO2, hBN & Co.
  - Scalability of structures
  - CVD, PVD and MBE
  - Nano-Spectroscopy
  - Electronic Devices
  - Biosensors

### 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
Advertorials

Advertorials are 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.

Advertorial price €*

<table>
<thead>
<tr>
<th>Pages</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>2</td>
<td>6,130</td>
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<tr>
<td>3</td>
<td>8,715</td>
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<tr>
<td>4</td>
<td>11,480</td>
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</table>

* All prices include two full-page Advertorial lauf. Erst ab dem dritten Pdf-Korrekturlauf fallen 45 € Bearbeitungspauschale pro PDF an.

Example 2 pages Advertorial
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

WILEY
**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-newletters.

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

**content ad**

The content ad is prominently placed on the entry page of the portal and thus attracts much attention.

In the content ad you can present your product, service, or event as an advertorial, i.e., in editorial style. It contains an image or logo, a short text, and a direct link to your desired page.

You can also present your white paper with a teaser text, image, and a link.

Cost/month € 1,485

**banner**

<table>
<thead>
<tr>
<th>Banner format</th>
<th>Price €/Month</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leaderboard (728 x 90 px)</td>
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<tr>
<td>Wide Skyscraper (160 x 600 px)</td>
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<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.

Banner format | Price €/Month
---|---
Full Size Banner (468 x 60 px) | 1,100

**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 respective branch office (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 volume 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. 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.

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

7. The publisher reserves the right to reject advert 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 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.

8. The client is responsible for punctual delivery of proper ready-to-print material or sup-plements or for punctual delivery of materials required for online advertising. In the case of digital ready-to-print material, the client undertakes to deliver proper artwork, complying in particular with the format or the technical specifications of the publisher, punctually for the print material deadline. The publisher shall request replacement for recognizably inaccurate or damaged printing material without delay. The publisher guarantees print quality customa-rily to the agreed level and uses the quality specifications of the printing material. Before a digital transmission of 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.

9. 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 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.

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

11. 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 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 not later than on the date specified in the purchase order. After the expiry of such period, all complaints sent on time by the publisher, approval for print shall be deemed to have been given.

12. If the client fails to return a sample sent on time by the publisher, approval for print shall be deemed to have been given.

13. The client shall be entitled to a reduction in payment or the corrected replacement advert in cases of fully or partly illegible, incorrect or incomplete printing of adverts, but only to the extent the publisher is at fault. Affectations 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 not later than on the date specified in the purchase order. After the expiry of such period, all complaints sent on time by the publisher, approval for print shall be deemed to have been given.

14. 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-ves and vicarious agents in the event that the client asserts claims against them.

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 a sample within the specified period along with the approval for print, the publisher’s approval for print shall be deemed to have been given.

16. In all instances, except if damages caused by substantial alterations to originally agreed versions that are requested by the client are at issue, 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.

17. Provided that the client has expressly affirmed that he will abide by the applicable data privacy le-gislation – in particular of the Federal and the Teleseivices 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.

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

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

20. In the event of a delay or deferral in payment, interest and recovery costs shall be added to the amount due. In the case of payment delay, the publisher may withhold further publi-cation under the order concerned until payment is made and demand advance payments for the remaining value of the contract. When the 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, a copy of the advert along with the invoice. Depending on the type and scope of advertising contract, advert extracts, record pages or full record numbers will be provided. If a record can no longer be created, it will be replaced with a legally binding certification from the publisher of the publication and distribution of the advert.

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

- 20% for circulation of up to 50,000 copies
- 15% for circulation of up to 100,000 copies
- 10% for circulation of up to 500,000 copies
- 5% for circulation of up to 500,000 copies.

In addition, claims for price reductions are excluded for contracts if the publisher has given the client sufficient notice of the reduction in circulation for the client to be able to cancel the contract before publication of the advert.

23. The publisher shall not be responsible for any delays in performance caused by unfore-seeable 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 not otherwise stipulated – be the place of performance of the contract. The client agrees to the exclusive place of jurisdiction for all disputes in the court having competent jurisdiction at the publisher’s main office (i.e. the publisher’s registered office).

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