2021
REFRESH YOUR MARKETING
pro-physik.de
Overview

**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, product information and calendar events round off the offering.

**User analysis**

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.
Banner and Content Ad

**Banner advertising**

Banner advertising allows you to create great awareness around your product, service or your brand. The banner ads are placed at the top and the right side of every page to catch the user's attention. Animated banners or rich media formats allow you to increase the user's awareness and promote your message with a unique design. Furthermore you will receive continuous detailed reporting allowing you to monitor your banner ad campaign.

<table>
<thead>
<tr>
<th>Format</th>
<th>Price per 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>
<tr>
<td>*Leaderboard as Fallback necessary</td>
<td></td>
</tr>
</tbody>
</table>

**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.

<table>
<thead>
<tr>
<th>Format</th>
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</tr>
</thead>
<tbody>
<tr>
<td>Content Ad</td>
<td>1,485</td>
</tr>
</tbody>
</table>

Booking period: 1 month prominently on the homepage
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.

<table>
<thead>
<tr>
<th>Format</th>
<th>Price per Month (€)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Four newsletters</td>
<td></td>
</tr>
<tr>
<td>Fullsize Banner (468 x 60 px)</td>
<td>1,100</td>
</tr>
</tbody>
</table>
WebSeminars
A WebSeminar is an audiovisual online presentation that you can broadcast either live or pre-recorded. Both the speaker and viewers and/or listeners participate using their own computers.

A WebSeminar usually lasts one hour: 45 minutes for the presentation itself, 15 minutes for Q&A.

The WebSeminar is recorded and remains six months after its initial broadcast in the archive on pro-physik.de.

WebSeminars are ideal for a comprehensive presentation of new products and technologies, as well as training or other corporate information events.

Alongside technical and logistical support, various other measures are included in the price so as to generate the maximum number of participants. These include banners on the website and in the e-newsletters.

Your benefits at a glance:
- Quality marketing contacts
- Heightened brand awareness among your target group
- Attract a new audience that is otherwise difficult to reach
- Direct, valuable feedback from participants
- Long-term availability on demand (six months)

Videocasts
Videocasts have become an important and efficient means of online communication. Products requiring explanation or complex processes can be clearly presented in a lively manner, while companies can appear in a holistic way with an added personal touch. A further advantage is the fact that the information can be accessed at any time.

pro-physik.de has its own video channel for you to present your pre-recorded videos. Wiley-VCH also offers video production services (e.g. interviews at trade fairs).

Booking period 3 Months  Price (£)
Videocast*  975

*Production / realization of the video by Wiley-VCH incurs further costs (upon request).
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).

<table>
<thead>
<tr>
<th>Format</th>
<th>Price (€)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Product of the Month (print, online &amp; newsletter)</td>
<td>1,845</td>
</tr>
</tbody>
</table>

Booking period: 1 month prominently on the homepage and a total of 6 months in the product database.

Productinformation Print + Online
Product information, applications and company news are presented online in the product database on the pro-physik.de portal and print optionally in one issue of Physik Journal, PhotonicsViews or Vakuum in Forschung und Praxis. The entry runs initially for six months and can be extended for a further six months.

<table>
<thead>
<tr>
<th>Format</th>
<th>Price (€)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Productinformation Print + Online</td>
<td>750</td>
</tr>
</tbody>
</table>

Booking period: Six months in the product database
Option to extend for a further six months 550
Job Ads

pro-physik.de offers the sector’s largest job ad section for managers and experts in research industry and research among German-speaking countries.

You can book job ads with a layout according to your own corporate design, and for postdoc and doctoral candidates we offer pure text adverts. The designed job ads are additionally included in the physics e-newsletter, thus reaching a considerably higher number of potential applicants.

You can quickly and easily set up your own user account for managing your job ads as well as their success, allowing you to update your adverts and administrative data at any time.

<table>
<thead>
<tr>
<th>Format</th>
<th>Price/ Month (€)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2-in-1 package (online + e-newsletter)</td>
<td>3,160</td>
</tr>
<tr>
<td>Designed job ad</td>
<td>1,180</td>
</tr>
<tr>
<td>Designed job ad for PhD/Postdoc positions</td>
<td>780</td>
</tr>
<tr>
<td>Online</td>
<td></td>
</tr>
<tr>
<td>Text ad for PhD/Postdoc positions</td>
<td>480</td>
</tr>
</tbody>
</table>

Naturally we also offer an online/print combination (3-in-1 package) together with Physik Journal (circulation: 55,000).

<table>
<thead>
<tr>
<th>3-in-1 package (online, e-newsletter + print)</th>
<th>Rate per mm height (€)</th>
</tr>
</thead>
<tbody>
<tr>
<td>90 mm width</td>
<td>16.50</td>
</tr>
<tr>
<td>180 mm width</td>
<td>33.00</td>
</tr>
</tbody>
</table>

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
List of Suppliers

**List of suppliers**
The pro-physik.de directory of suppliers and that of the journals Physik Journal, Photonics-Views and Vakuum in Forschung und Praxis is the largest database for suppliers, manufacturers and service industries in the physical technical sector.

Your entry contains your company logo and all the relevant contact details for your business. You can also decide under which and how many key words your entry is listed.

To provide users with an optimum overview of your company, all product entries, video-casts, and WebSeminars etc. are linked to your online entry.

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**Format**

<table>
<thead>
<tr>
<th>Price/12 Months (€)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Physik Journal per line (online + print)</td>
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</tbody>
</table>

Other charges may apply depending on the scope of and additions to your company's entry.

Rates for entries in other physics journals available upon request.
Prices | Technical Details

<table>
<thead>
<tr>
<th>Format</th>
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</thead>
<tbody>
<tr>
<td><strong>Banner advertisement (per Month)</strong></td>
<td></td>
</tr>
<tr>
<td>Leaderboard (728 x 90 px)</td>
<td>1,250</td>
</tr>
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**Physics E-Newsletter (4 newsletters)**

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<td>Fullsize Banner (468 x 60 px)</td>
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**Product of the Month / Productinformation**

<table>
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<th>Format</th>
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<td>Product of the Month</td>
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</tr>
<tr>
<td>Productinformation Print + Online</td>
<td>750</td>
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<tr>
<td>Productinformation Extension (6 months)</td>
<td>550</td>
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**WebSeminar**

<table>
<thead>
<tr>
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<th>Price (€)</th>
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<tbody>
<tr>
<td></td>
<td>12,810</td>
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</table>

**Videocast**

<table>
<thead>
<tr>
<th>Format</th>
<th>Price (€)</th>
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</thead>
<tbody>
<tr>
<td></td>
<td>975</td>
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</table>

**Content Ad**

<table>
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<tbody>
<tr>
<td></td>
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**Job ads (4 weeks online)**

<table>
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**Online**

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<td>Text ad for PhD/Postdoc positions</td>
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**3-in-1 package (online, e-newsletter + print)**

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**Job of the Month**

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<tbody>
<tr>
<td></td>
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All prices are subject the statutory VAT.
The new price list comes into effect on 1 January 2021 and supersedes all previous price lists.

**Banner**

Maximum file size for all file types is 200 kb

**Dimensions accepted:**
- Leaderboard (728 x 90 px)
- Wide Skyscraper (160 x 600 px)
- Rectangle (180 x 150 px)

**Accepted file formats:**
- DoubleClick Tags
- GIF, JPEG & PNG
- HTML5 https://goo.gl/QY0EMJ
- Third-party tags from DFP certified vendors found here: https://goo.gl/1bjSmc

**HTML5 Guidelines**

HTML5 requirements: https://goo.gl/rYMVcf
The Interactive Advertising Bureau (IAB) is an advertising business organization that develops industry standards, conducts research, and provides legal support for the online advertising industry. The IAB provides the following HTML5 Guidelines for Ad Designers & Creative Technologists:
http://www.iab.net/html5

**E-Newsletter Sponsoring**

- Full Size Banner (468 x 60 px)
- GIF, JPEG & PNG (static image for newsletter ads)

**Product of the Month/Productinformation**

- Image (TIF, JPEG & EPS; min. 300 dpi)
- max 1,600 characters
- Web-Link
- E-Mail link

**Content Ad**

- Image (GIF, JPEG & PNG; 420 px width)
- teaserText
- Web-Link
- E-Mail link

**WebSeminar/Videocast/List of suppliers**
These formats are not standardized. Please contact us for technical details.
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 website. They shall also apply to orders for third-party supplements in the magazines published by the publisher. The client acknowledges these General Terms and Conditions upon placing an order.

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

3. The following shall apply to clients wishing to place more than one advert: The discounts shown in the advert price list are only granted for advertisers’ adverts which appear in a printed product within one year. The timescale begins on the date of appearance of the first advert, unless a different start date has been agreed in writing upon signing of the contract. The size of discount is based on volume. If, within a year, fewer adverts are taken than originally agreed, the publisher shall be entitled to re-calculate the discount based on the difference between the actual and guaranteed number taken.

4. Upon contractual signing, the client shall be entitled to release further adverts in addition to the ordered quantity stated in the order within the agreed timeframe or that stated in clause 3. Should the publisher allow the client in cases of fully or partly illegible, incorrect or incomplete printing of adverts, but only to the extent that the publisher has caused the errors and/or the owners have been obtained.

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

6. Orders for adverts and other marketing material to be published specifically and exclusively in specific issues, specific publications or in specific places in the publication must reach the publisher in sufficient time – i.e. not later than on the date specified in the order confirmation – for the client to be able to 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 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 digitally delivered-ordering and production, 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 recognition for recognizably inaccurate or damaged printing material without delay. The publisher guarantees print quality customarily in such cases and reserves the right to refuse the order, in whole or in part, if the print order is not in accordance with the printing material.

10. 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.

11. Diskernibly 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.

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

13. In the case of audio and/or video linked advertising (e.g. banners that cause a pop-up window to open when clicked on, in which audio and/or video content is reproduced) the client is responsible for ensuring that the necessary approvals from GEMA (society for musical performing and mechanical reproduction rights in Germany) and/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 publisher is not at fault and the defects 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 the publisher is not obliged to pay any interest or interest on interest. Reasonable harm to the client’s business due to a delay in publication shall be compensated.

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 or a specified period elapses, time was 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 avouches 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 necessary for publication of the advertising material.

18. The client avouches that he has set the hyperlinks connected to the online advertising. The publisher further affirms that he will abide by the applicable data privacy legislation – in particular of the Federal and the Teleservices 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 delay payment, the publisher may withhold further publication under the order concerned until payment is made and demand advance payments for the remaining period of the advert. With the establishment of doubt over the client’s ability to pay, the publisher shall be entitled, even during the duration of an advertising contract, to make the publication of further adverts dependent on the prepayment of the sum due and the settlement 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 circulation is only deemed as a deficiency eligible for a price reduction if it amounts to:

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

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

23. The publisher shall not be responsible for any delays in performance caused by unforeseeable events which the publisher cannot influence (such as strikes, lock-outs, disruption of operations, etc.). After the cessation of such events, the publisher may either publish adverts in the next possible issue of the printed work or online advertising medium, or withdraw from the contract – entirely or in part. In this context, the client shall not be entitled to claim damages.

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

Contact

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Contact:

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