MEDI A GUIDE

2022

Physik Journal

Compelling solutions through strategic partnerships

www.physik-journal.de

WILEY
Physik Journal

**Short description**

*Physik Journal* is the official publication of the Deutsche Physikalische Gesellschaft (DPG). Of the approximately 55,000 members, about 52,000 receive the print edition, the others have chosen the e-edition. *Physik Journal* is with its 11 monthly issues and 2 specials 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](http://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.

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**Overview**

**Publication Frequency**

11 times a year, and 2 special issues

**Volume**

Volume 21, 2022

**Print Run**

52,000

**Commercial Manager**

Jörg Wüllner

**Senior Account Manager**

Anne Anders

**Editorial**

Dr. Maike Pfalz

**Annual Subscription**

upon request
cs-germany@wiley.com

**ISSN**

1617-9439

**Journal Format**

DIN A4
## Analysis

### Print-Run Analysis

<table>
<thead>
<tr>
<th>Description</th>
<th>Copies</th>
</tr>
</thead>
<tbody>
<tr>
<td>Print run</td>
<td>52,132</td>
</tr>
<tr>
<td>Actual distributed print run</td>
<td>51,953</td>
</tr>
<tr>
<td>of which abroad</td>
<td>3,455</td>
</tr>
<tr>
<td>of which for members</td>
<td>51,764</td>
</tr>
<tr>
<td>Rest, archived, proofs</td>
<td>179</td>
</tr>
</tbody>
</table>

Average copies per issue (1 July 2020 through 30 June 2021)

### Scope Analysis 2020 = 11 issues

<table>
<thead>
<tr>
<th>Section</th>
<th>Pages</th>
<th>%</th>
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</thead>
<tbody>
<tr>
<td>Total content</td>
<td>1,080.0</td>
<td>100.0</td>
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<tr>
<td>Editorial</td>
<td>809.3</td>
<td>74.9</td>
</tr>
<tr>
<td>Advertising</td>
<td>270.7</td>
<td>25.1</td>
</tr>
<tr>
<td>Jobs</td>
<td>15.4</td>
<td>5.7</td>
</tr>
<tr>
<td>Inserts</td>
<td>6.0</td>
<td>2.2</td>
</tr>
<tr>
<td>Publisher's own ads/inserts</td>
<td>36.9</td>
<td>13.6</td>
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</table>

### Content Analysis of the Editorial Part 2020 = 809 pages

<table>
<thead>
<tr>
<th>Section</th>
<th>Pages</th>
<th>%</th>
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<tbody>
<tr>
<td>News</td>
<td>148</td>
<td>18.3</td>
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<tr>
<td>Focus</td>
<td>52</td>
<td>6.4</td>
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<tr>
<td>Expert articles</td>
<td>167</td>
<td>20.6</td>
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<tr>
<td>Education and Career/Forum</td>
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<td>3.7</td>
</tr>
<tr>
<td>Opinions/Letters</td>
<td>18</td>
<td>2.2</td>
</tr>
<tr>
<td>People</td>
<td>67</td>
<td>8.3</td>
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<tr>
<td>Congress reports</td>
<td>9</td>
<td>1.1</td>
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<tr>
<td>Recensions</td>
<td>26</td>
<td>3.2</td>
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<tr>
<td>DPG news</td>
<td>125</td>
<td>15.5</td>
</tr>
<tr>
<td>Product information/Company news</td>
<td>63</td>
<td>7.8</td>
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<tr>
<td>Other</td>
<td>104</td>
<td>12.9</td>
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<tr>
<td><strong>Total</strong></td>
<td><strong>809</strong></td>
<td><strong>100.0</strong></td>
</tr>
</tbody>
</table>
Analysis DPG

**Facts and figures**
The DPG has got 53,264 members. 137 members are institutional members (institutes, libraries, schools, companies). The remaining members (99.7 %) are personal members. 6.9 % of the personal members live abroad. The portion of women is 15.3 %. The median of the age of the members is 38 years, the average 40,5 years.

<table>
<thead>
<tr>
<th>Occupation</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>PhD students, assisentents</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

<table>
<thead>
<tr>
<th>Format</th>
<th>Width / height (mm)</th>
<th>Price €</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/1 Page</td>
<td>186 x 260</td>
<td>8,280</td>
</tr>
<tr>
<td>2/3 Page</td>
<td>128 x 254</td>
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<tr>
<td>2/3 Page</td>
<td>186 x 168</td>
<td>6,830</td>
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<tr>
<td>Juniorpage</td>
<td>128 x 190</td>
<td>5,495</td>
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<tr>
<td>1/2 portrait</td>
<td>99 x 254</td>
<td>5,155</td>
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<tr>
<td>1/2 landscape</td>
<td>186 x 128</td>
<td>5,155</td>
</tr>
<tr>
<td>1/3 portrait</td>
<td>52 x 254</td>
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<tr>
<td>1/3 landscape</td>
<td>186 x 85</td>
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<tr>
<td>1/4 portrait</td>
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<tr>
<td>1/4 landscape</td>
<td>186 x 64</td>
<td>3,550</td>
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<tr>
<td>1/8 portrait</td>
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<td>2,740</td>
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<tr>
<td>1/8 landscape</td>
<td>186 x 32</td>
<td>2,740</td>
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</table>

Prominent Positioning

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

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>450</td>
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</tbody>
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These formats and rates are not applicable to job ads. Please refer to page 7.

Inserts

<table>
<thead>
<tr>
<th>Format</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>
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</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

<table>
<thead>
<tr>
<th>Price €</th>
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<tbody>
<tr>
<td>1,825</td>
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</tbody>
</table>

Discounts

for several ads within 12 months (year of insertion)

<table>
<thead>
<tr>
<th>Number of Advertisements</th>
<th>Discount (%)</th>
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</thead>
<tbody>
<tr>
<td>3</td>
<td>5</td>
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<tr>
<td>6</td>
<td>10</td>
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<tr>
<td>9</td>
<td>15</td>
</tr>
<tr>
<td>12</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 2022 and supersedes all previous price lists.
Formats

1/1 Pages
Type Area/Bleed Size

Type Area:
portrait: 186 x 260 mm
landscape: 210 x 297 mm

Bleed Size:
portrait: 210 x 297 mm
landscape: 210 x 297 mm
+ 3 mm Overlap on all sides

Final Size:
216 x 303 mm

1/2 Pages
Type Area/Bleed Size

Type Area:
portrait: 99 x 254 mm
landscape: 186 x 128 mm

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

Juniorpage

Type Area:
128 x 190 mm

Bleed Size:
138 x 214 mm

1/3 Pages
Type Area/Bleed Size

Type Area:
portrait: 52 x 254 mm
landscape: 186 x 85 mm

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

1/4 Pages
Type Area/Bleed Size

Type Area:
landscape: 186 x 64 mm

Bleed Size:
landscape: 210 x 87 mm

1/4 | 1/8 Pages
Type Area/Bleed Size

Type Area:
classic: 90 x 128 mm
Bleed Size:
classic: 109 x 152 mm

classic: 90 x 64 mm
landscape: 186 x 32 mm
Bleed Size:
classic: 109 x 88 mm
landscape: 210 x 56 mm

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

Products and Suppliers:
Each issue of Physik Journal contains a list of suppliers for all fields of physics. Entries are charged by printed line. The online version on www.pro-physik.de is free of charge.

1 printed line is approx. 2 mm high and 34 mm wide and includes around 25 characters. Logos are converted to lines according to print size.

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

Discounts
For at least 6 rubrics 5 %
For at least 12 rubrics 10 %
For at least 18 rubrics 15 %

Cross-medial 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 €</th>
</tr>
</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>Job Ads</td>
<td>180</td>
<td>33.00</td>
<td>4c</td>
<td>1,680</td>
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</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 for 4 weeks. And, thirdly, the job ads are presented in the e-newsletter.

Job of the Month | Upgrade:
Your Job-Advert with the utmost attention.

- presented as Job of the Month for 4 weeks – first position on jobs.pro-physik.de
- listed in 4 Physik E-Newsletters – marked as Job of the Month and positioned at the top of the list
- promoted with a prominent Leaderboard (created by Wiley) on pro-physik.de for 4 weeks

Surcharge € 700

Services Print and Online
Physik Journal circulation per issue 52,000
Unique visitors pro-physik.de each month 34,000
Page impressions each month 82,000
Visits each month 49,000

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>10 January 2022</td>
<td>1 February 2022</td>
<td>1 March 2022</td>
<td>01 April 2022</td>
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<tr>
<td>Advertising deadline</td>
<td>8 December 2021</td>
<td>3 January 2022</td>
<td>1 February 2022</td>
<td>04 March 2022</td>
</tr>
</tbody>
</table>

### Trade Shows & Conferences

- **SPIE Photonics West**
  - San Francisco, CA, USA
  - January 22–27

- **DPG-Meetings**
  - Germany
  - Regensburg
  - March 06-11
  - Oldenburg
  - March 14-18
  - Heidelberg
  - March 21-25
  - Mainz
  - March 28 – April 01

- **SPIE Photonics Europe**
  - Strasbourg, France
  - April 03-07

- **Hannover Messe**
  - Hanover, Germany
  - April 25-29

- **POWTECH**
  - Nuremberg, Germany
  - April 26-28

- **LASER World of PHOTONICS**
  - Munich, Germany
  - April 26-29

### Topics

- **TOPICS**
  - Biophysics
  - Nuclear Physics
  - DPG-Meetings
  - Solid State Physics

### Products/Companies

- **PRODUCTS/COMPANIES**
  - Optics
  - Laser
  - Software
  - Vacuum Technology
  - Metrology
  - Nanotechnology
  - Special DPG-Spring Meetings:
    - User reports
    - Featured products with Company Profiles
  - Topic LASER World of PHOTONICS:
    - Laser
    - Photonics
    - Metrology

### Issues

<table>
<thead>
<tr>
<th>Issues</th>
<th>Special Issue Physics' Best</th>
<th>5 May</th>
<th>6 June</th>
<th>7 July</th>
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<tbody>
<tr>
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<td>22 April 2022</td>
<td>02 May 2022</td>
<td>01 June 2022</td>
<td>01 July 2022</td>
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<td>23 March 2022</td>
<td>31 March 2022</td>
<td>03 May 2022</td>
<td>01 June 2022</td>
</tr>
</tbody>
</table>

### Trade Shows & Conferences

- **International Issue in English**
  - **Control**
    - Stuttgart, Germany
    - May 03-06
  - **LASYS**
    - Stuttgart, Germany
    - June 21-23
  - **AKL'22**
    - Aachen, Germany
    - May 04-06
  - **analytica**
    - Munich, Germany
    - June 21-24
  - **Sensor + Test**
    - Nuremberg, Germany
    - May 10-12
  - **SMTconnect**
    - Nuremberg, Germany
    - May 10-12

### Topics

- **TOPICS**
  - Astrophysics
  - Laser / Optics
  - Material Sciences

### Products/Companies

- **PRODUCTS/COMPANIES**
  - Laser
  - Optics and Photonics
  - Metrology
  - Vacuum Technology
  - Nanotechnology
  - Software
  - Sensor Technology
  - Process Control
  - Vacuum Technology
  - Laser
  - Photonics
  - Metrology
  - Vacuum Technology
  - Nanotechnology
  - Sensor Technology
## 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>
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<tbody>
<tr>
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<td>04 October 2022</td>
<td>21 October 2022</td>
<td>02 November 2022</td>
<td>01 December 2022</td>
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<td>05 September 2022</td>
<td>22 September 2022</td>
<td>04 October 2022</td>
<td>03 November 2022</td>
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</table>

### TRADE SHOWS & CONFERENCES

<table>
<thead>
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<th>Show</th>
<th>Dates</th>
<th>Location</th>
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</thead>
<tbody>
<tr>
<td>AMB</td>
<td>September 13–17</td>
<td>Stuttgart, Germany</td>
</tr>
<tr>
<td>VISION</td>
<td>October 04–06</td>
<td>Stuttgart, Germany</td>
</tr>
<tr>
<td>Motek</td>
<td>October 04–07</td>
<td>Stuttgart, Germany</td>
</tr>
<tr>
<td>electronica</td>
<td>November 08–11</td>
<td>Munich, Germany</td>
</tr>
<tr>
<td>sps smart production solutions</td>
<td>November 22–24</td>
<td>Nuremberg, Germany</td>
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<tr>
<td>Optatec</td>
<td>September 27–29</td>
<td>Frankfurt, Germany</td>
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<tr>
<td>K2022</td>
<td>October 19–26</td>
<td>Dusseldorf, Germany</td>
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<tr>
<td>EuroBLECH</td>
<td>October 23–28</td>
<td>Hanover, Germany</td>
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### TOPICS

<table>
<thead>
<tr>
<th>TOPICS</th>
<th>DPG-Prizes</th>
<th>Quantum Optics</th>
<th>Particle Physics</th>
<th>Nobelpries</th>
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<tbody>
<tr>
<td>PRODUCTS/COMPANIES</td>
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<tr>
<td>Photonics</td>
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<td>Process Control</td>
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<td>Sensor Technology</td>
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<td>Laser</td>
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<td>Optics and Photonics</td>
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<td>Metrology</td>
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<td>Nanotechnology</td>
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<tr>
<td>Photonics</td>
<td></td>
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<td></td>
</tr>
</tbody>
</table>
Technical Details

Journal format
210 x 297 mm (WxH), DIN A4
186 x 260 mm (WxH), type area

Printing and binding
Offset, adhesive
Print profile: ISO Coated_v2_300 (39L)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 34,000 experts (unique visitors) a month and records over 82,000 monthly page impressions.

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**Product of the Month**

Information about your product along with your company's name and a picture is presented on all pages (except job ads section) on the pro-physik.de portal and in e-newsletters.

Additionally, your product highlight remains for a total of three 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: 52,000).

Cost: € 1,980

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**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

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**Banner**

<table>
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<tr>
<th>Banner Format</th>
<th>Price €/Month</th>
</tr>
</thead>
<tbody>
<tr>
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<td>1,300</td>
</tr>
<tr>
<td>Wide Skyscraper (160 x 600 px)</td>
<td>1,500</td>
</tr>
<tr>
<td>Medium Rectangle (300 x 250 px)</td>
<td>1,300</td>
</tr>
</tbody>
</table>

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**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 € 1,700

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**Physik E-Newsletter**

The physics e-newsletter is published weekly. It offers its subscribers a comprehensive overview of current articles, news, interviews, and biweekly information from the DPG.

The e-newsletters pro-physik.de (10,000 recipients) and Physik Journal (17,000 recipients) are offered as a package with the weekly physics e-newsletter.

This means you can reach DPG newsletter subscribers and other experts from industry and research in all areas of physics.

Banner format: Full Size Banner (468 x 60 px)  Price/Month € 1,500

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We will be happy to provide further information about online advertising options on pro-physik.de
Advertising and Reprint Production Terms and Conditions

1. In these terms and conditions:

(a) “Wiley” means the company within the John Wiley & Sons group that is providing the Advertising and Reprint services as set out in the Booking Confirmation or invoice issued by the Wiley group entity on its authorised agent.

(b) “Advertising” means any advertisements requested by the Customer to be displayed in products owned or controlled by Wiley or any third-party partner of Wiley and includes both advertising that appears in Wiley’s or its third-party partners’ print publications (“Print Advertising”) and advertising that appears electronically on any of Wiley’s websites, or any application or other digital format owned or controlled by Wiley or any third-party partner of Wiley (“Online Advertising”).

(c) “Customer” means a person or entity who is placing an order for advertising or reprint production with Wiley and includes an advertiser on whose behalf advertising is placed, and any media agency or company that may arrange advertising or reprints for its clients.

(d) “Booking Confirmation" means the confirmation provided by Wiley which sets out the details of the Advertising. For Reprints, it consists of an email confirmation sent by Wiley to confirm the Reprint order.

(e) “Insertion Order” or “Purchase Order” means a document provided by the Customer for ordering Advertising or Reprints which confirms the agreed details.

(f) “Reprint” means print or electronic reprints, including a specified number of reprints of articles or other material (for example, pre-loaded USBs), as requested by the Customer and/or ePrints which are digital versions of articles or other materials hosted by Wiley or its licensees and linked from a Wiley website, an email or a Customer website (“ePrints”).

(g) “Reprint Quotation” means a document supplied to the Customer by Wiley which sets out the details of the quotation for Reprints.

(h) “Terms” means these terms and conditions.

ADVERTISING TERMS

2. In submitting Advertising to Wiley, the Customer grants Wiley a worldwide, royalty-free, irrevocable licence to publish and print the Advertising as set out in the Booking Confirmation as well as the right to sub-licence all such rights to any third-party provider.

3. Wiley will, or will instruct its affiliates to, use commercially reasonable efforts to publish the Advertising in the format and in the position as set out in the Booking Confirmation; however all Advertising is subject to editorial approval and Wiley reserves the right to vary the placement of Advertising within a print product or online site or digital product when necessary.

4. Wiley reserves the right at any time to refuse or withdraw from publication Advertising which is not in accordance with the specifications provided in the Booking Confirmation, these Terms or is otherwise inappropriate, unsuitable or defamatory in Wiley’s sole discretion. Notwithstanding the foregoing, Wiley has no obligation to review or approve Advertising copy (for compliance, appropriateness, or otherwise). Wiley may publish the Advertising with a heading ‘Advertising’ or in some other manner to distinguish the advertising material from editorial material. If and to the extent that the Advertising does not conform to Wiley’s then-expected requirements or specifications, Wiley reserves the right to make technical modifications as necessary to conform to such specifications.

5. If Wiley is creating advertising copy on behalf of the Customer, Wiley will provide final copy for the Customer’s approval by email.

6. Customer is solely responsible for compliance with all laws, standards, industry codes and other binding guidelines as to the content of the Advertising, whether created by Wiley on its behalf or provided to Wiley, including but not limited to all applicable medical advertising regulations.

7. Wiley will only supply upon receipt of a Purchase Order or Insertion Order to Wiley for Print Advertising and Online Advertising. Advertising bookings cannot be reserved without receipt of the aforementioned documents. Orders for booking of Online Advertising must be received at least 7 business days in advance of the proposed first run date. Wiley cannot guarantee that orders received after this time will be fulfilled. Customer shall book Online Advertising on a monthly basis unless otherwise expressly set out in the Booking Confirmation. Publication dates specified in the rate cards may be subject to changes at the discretion of Wiley; new publication dates will be communicated to the Customer prior to publication, at point of order confirmation where possible.

8. The Customer must submit the required copy for Print Advertising on the material submission date as set out in the Booking Confirmation (“Materials Due Date”). If a Customer fails to provide the copy for a confirmed booking by the Materials Due Date, the Customer may be charged for Print Advertising unless a cancellation has been approved by Wiley in writing. If Wiley accepts copy for the Print Advertising after the Materials Due Date, Wiley makes no representations that Print Advertising will be published and the Customer will have no claim against Wiley for credit or reparation in the event of non-publication, or if the Print Advertising is published in another manner or format than as set out in the Booking Confirmation.

9. Customer must submit Print Advertising copy in compliance with the artwork and data specifications as set out in the Booking Confirmation, or as previously provided by Wiley in relation to the particular publication.

10. Customer shall deliver and shall be solely responsible for providing to Wiley all of the text, pictures, graphics, sound, video, programming code and other media which comprise the graphic or html file that comprises the Advertising or Reprints which confirm the agreed details.

11. Wiley makes no guarantees as to the number of visitors to any Wiley site or digital product or the number of impressions at any Wiley site or digital product, unless such guarantees are expressly made in writing by Wiley in the Booking Confirmation. Any ‘impression goal’ or the like provided are non-binding. Online Advertising described in the Booking Confirmation as “100% sponsorship” will not be subject to any impression or viewability guarantees.

12. Wiley will provide reporting at the end of the Online Advertising campaign, or otherwise as requested within a reasonable time of request, to give details of Online Advertising performance (i.e. impressions, clicks). Real time transparency of campaigns can be managed by the Customer by using Google Ad Manager.

13. Unless specifically set out in the Booking Confirmation and agreed in writing by Wiley, Online Advertising will not be placed at a registration barrier. The Customer acknowledges that Online Advertising placed on Wiley Online Library will be viewable by both subscribers and non-subscribers to Wiley Online Library. For the avoidance of doubt, Print Advertising may be viewable by non-subscribers to journals or periodicals.

14. In related to Online Advertising to be included in email alerts to subscribers and other authorised users of Wiley’s products (‘Email Alerts’), Wiley cannot guarantee the send date of any Email Alert advertising unless otherwise expressly agreed in the Booking Confirmation.

15. The sole remedy for any failure by Wiley to provide any Advertising, is that the Customer will be provided with a period of Online Advertising or additional Print Advertising in an equivalent placement and for a set period of time as determined by Wiley. Wiley will not be responsible for any failures that are not caused by Wiley. Wiley cannot guarantee that such make-up bookings can be made in the month following the initial Advertising period.

16. In submitting Advertising to Wiley, the Customer warrants and represents that:

(a) publication of any Advertising (including any Advertising copy that is created by Wiley on behalf of the Customer) in the Booking Confirmation will not breach or infringe any copyright, patent, trademark, trade secret or obligation of confidentiality or non-disclosure to any person, entity or organisation; and

(b) all such rights to any third-party provider.

(c) the Customer has the right to grant the licence to Wiley to use the Advertising as contemplated by these Terms;

(d) the Advertising is accurate, truthful and non-deceptive and does not violate any laws regarding false advertising;

(e) the Advertising is not and does not contain content that is lewd, pornographic or obscene, excessively profane, racist, ethnically offensive, threatening, infringing, excessively violent, libellous, gambling-related, or promote any discriminatory activity, promote illegal drugs or arms trafficking, create a risk to a person’s safety or health, compromise national security or interfere with an investigation by law enforcement officials or is offensive, misleading, deceptive or destructive, and does not promote, advocate or incite terrorism, hatred or violence;

(f) Online Advertising does not create, facilitate the creation of or exploit any security vulnerabilities in a user’s computer, promote programs which compensate or provide incentives to users for clicking ads or offers, performing searches, surfing websites or reading emails or contain viruses, trojan horses, worms, time bombs, cancibots or other harmful or deleterious programming routines whether similar or dissimilar to the foregoing; and

(g) Customer has obtained written consent to display the name or image of any living person in any Advertising.

17. The Customer acknowledges that in relation to Advertising, Wiley makes no representation or warranty (i) that any publication of any Advertising will be confined to persons resident in various countries (ii) of the exact number of page impressions that will be delivered; (iii) regarding the quality of reproduction of the Advertisements; or (iv) as to the availability of any Online Advertising site or digital product.

18. In addition to the Terms, the following clauses of the standard terms and conditions of the Interactive Advertising Bureau for Media Buyers of Less than One Year (“IAB Terms”) will apply to all Online Advertising services, with Wiley being the ‘Media Company’ and Customer being the ‘Agency’ and ‘Advertiser’ (unless the Customer is a Media agency or Wiley acting on behalf of a customer in which case it will be the Agency, with its customer being the Advertising) :

(a) Section II (Ad Placement and Positioning);

(b) Section III (Reporting) (excluding clause III(b))

(c) Section IV (Non-Disclosure, Data Usage and Ownership, Privacy and Laws)

(d) Section X (Third Party Ad Serving and Tracking)

19. A Reprint Quotation will be provided to the Customer by Wiley. The Customer must provide a Purchase Order or return the Reprint Quotation and provide all relevant details in order to submit an order for producing the Reprint and in doing so, the Customer agrees to be bound by these Terms. Wiley may issue a Booking Confirmation to confirm the Order.

20. The Reprints are solely for the use of the Customer and may not be re-sold, posted on the internet (other than as permitted for ePrints in the format specified by Wiley) or reproduced in any other format or media without the express written permission of Wiley and payment of the appropriate amount in accordance with these Terms. The Reprints must not be amended or modified in any way after delivery. If the Customer wishes to append or add any material to a Reprint it shall inform Wiley at the time of making the order and pay any additional fees charged by Wiley. Wiley reserves the right to accept or decline any such request in its sole discretion.

21. For ePrints, the Customer will be provided with a link and is entitled to the number of downloads of ePrints, as specified in the Reprint Quotation and/or Booking Confirmation. The Customer may opt to pay a premium price and have a print download option on ePrints if confirmed in the Booking Confirmation.

22. Wiley will use commercially reasonable efforts to deliver the Reprints by the date specified by the Customer (if any) in the accepted Reprint Quotation, however Wiley will not be liable for any non-delivery or late delivery.

23. It is the responsibility of the Customer to notify Wiley in writing of any damage or shortage within 30 days of the date of actual delivery of physical Reprints to the Customer. Wiley will take no responsibility for any damage or shortage notified after this period has expired.
### Advertising and Reprint Production Terms and Conditions

#### PRICING

24. The price for the Advertising is set out in the Booking Confirmation. An invoice will be sent by Wiley to the Customer following print publication or digital campaign fulfillment.

25. The price for producing the Reprints is set out in the Reprint Quotation and is valid for 30 days from the date of issue. The price quoted includes a maximum of three (3) proofs of the Reprint. Should Customer require any additional proofs, these will be subject to an additional charge at the discretion of Wiley. If a Reprint Quotation has been provided in advance of the printing date, the details of the order may change upon printing. In this event, Wiley reserves the right to amend the Reprint Quotation to reflect any changes including, without limitation, page length. If a Customer requests a pro forma invoice, Wiley can issue an invoice after the order is confirmed.

#### CANCELLATION

26. If the Customer wishes to cancel Advertising after the provision of an Insertion Order or Purchase Order, the Customer must immediately notify Wiley in writing. For Print Advertising, the Customer may, at Wiley's discretion, still be liable for any charges where cancellation requests are received after the Materials Due Date for that Advertising. For Online Advertising, unless the Booking Confirmation has specified that such Online Advertising is non-cancellable, the Customer may cancel Online Advertising on 14 days' written notice to Wiley with no penalty, provided that the Customer shall pay all fees for all Advertising within the 14-day notice period up until the effective date of termination and if there are any custom content or development for any Advertising, the Customer shall pay for the provision of all services performed up to the effective date of termination.

27. On receipt of a cancellation request, Wiley will use reasonable commercial endeavours to ensure the Advertising is not published or for Online Advertising, that it is withdrawn, however, Wiley will not be liable for any loss or damage that may be occasioned by the publication of Advertising cancelled by the Customer after the Materials Due Date or Insertion Order is received.

28. Reprint cancellations will be subject to a cancellation fee based on the value of the total order (excluding shipping and expedited delivery charges) and the point in the production process which has been reached at the time Wiley receives the cancellation.

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<th>% of order value excluding shipping &amp; expedited delivery fees</th>
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<td>Copies printed / ePrint supplied</td>
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#### GENERAL TERMS

29. If a Customer breaches these terms, fails to pay for Advertising or Reprints, enters into bankruptcy or where it is a corporation or other legal entity, passes a resolution for administration; winding up or liquidation, has a receiver or manager appointed, or enters into an arrangement with its creditors other than in the ordinary course of business, or any other event occurs or proceedings is taken with respect to the Customer in any jurisdiction which has an effect equivalent or similar to any of the events mentioned, then Wiley may, in its sole discretion and without limitation (a) cancel any provision of credit to Customer; (b) require such pre-payment for further orders until all outstanding debt is paid or Wiley determines that the initial insolvency event has ceased to occur; (c) cease publication of further Advertising or terminate an agreement for Advertising; (d) withhold any discounts or rebates previously granted to the Customer; or (e) exercise any other rights at law or equity.

30. Wiley will send invoices to the Customer at the address provided. Should a Purchase Order number be a prerequisite for payment of invoice, the Customer must supply this at the point of confirming the order. All delivery addresses must be accompanied by a contact name and telephone number, as well as a VAT number (relative to the country on the invoice address) or other business identifier or information as may be required by Wiley (eg. GST registration, W9 form) as notified by Wiley. Please note that Wiley is unable to accept any PO Box addresses.

31. Prices are shown exclusive of GST, VAT and other sales taxes, unless otherwise expressly indicated by Wiley in writing. Prices are also exclusive of all handling, packing, freight, shipping, custom duties, levies, import duties and insurance charges unless otherwise agreed in writing. Amounts received will be free from and clear of any other taxes imposed by any tax authority, such as withholding tax, and if, for some reason, such amounts are subject to any withholding tax or other relevant taxes, then the Customer is liable to pay such tax and Wiley will receive the full amount set out in the Booking Confirmation.

32. Customer shall pay all invoices in full will be made within 30 days of the date of an invoice, unless otherwise agreed in writing between the Parties.

33. If the Customer fails to make any payment due to Wiley under this Agreement by the due date, then, without limiting Wiley's remedies, the Customer shall pay interest on the overdue amount at a rate which will be the lesser of (i) 0.5% per month, such interest to accrue on a daily basis from the due date until actual payment of the overdue amount, whether before or after judgement; or (ii) any relevant maximum statutory rate allowable in the jurisdiction where the Wiley entity is located, such interest to accrue in accordance with the relevant statutory provisions. Customer shall pay the interest at the rate and time of the overdue amount.

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35. Customer will indemnify Wiley and its officers, employees, contractors and agents against any costs, expenses (including reasonable attorney's fees), losses, damages and liability suffered or incurred by them arising from the Customer's breach of these Terms and any negligent or unlawful act or omission of the Customer in connection with the Advertising or use of the Reprints.

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39. All warranties and indemnities stated in these Terms will survive the termination of any arrangement or contract which is subject to these Terms.

40. The law of the corporate domicile of the Wiley entity which issues the Booking Confirmation and invoice to the Customer will govern these Terms, without regard to conflict of laws rules. The parties agree to submit to the exclusive jurisdiction of the courts located in the corporate domicile of the aforesaid Wiley entity for the adjudication of all disputes arising in connection with these Terms.
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