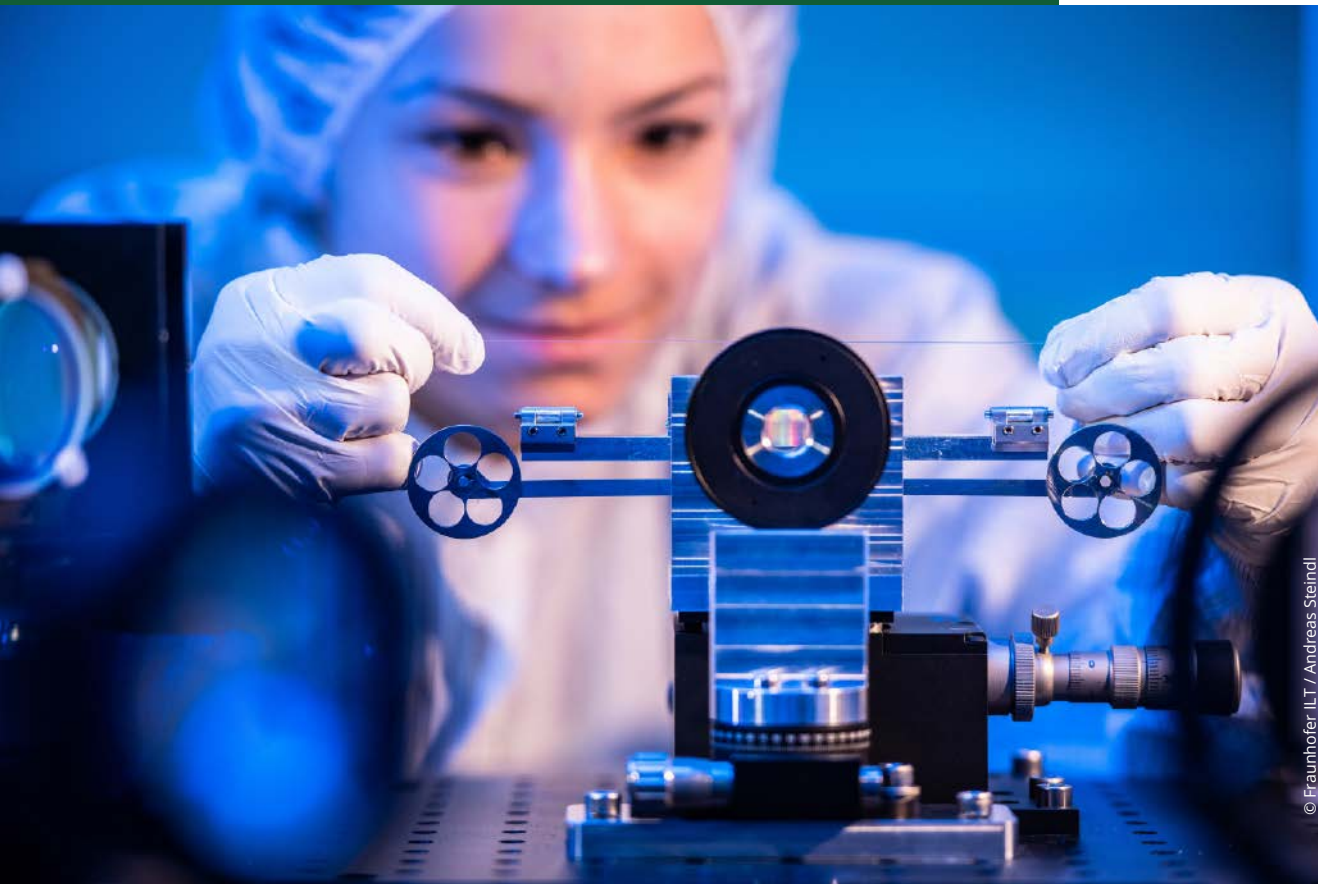


WILEY



2025 Media Guide

PhotonicsViews

Compelling solutions through strategic partnerships

www.wileyindustrynews.com/en



PhotonicsViews

Short description

PhotonicsViews is the leading European trade magazine for all optical technologies and the official publication of Photonics Germany and the German Society for Applied Optics (DGaO).

Target group are the decision makers for investments in laser, optics and photonics, users and developers from industry and research as well as management personnel and buyers. The magazine reports on photonic systems and components, their functions, their production and, above all, their application, especially those of industrial laser technology. In addition to technical innovations and highlights from research and development, business news from optics, photonics, laser and medical technology, equipment engineering, and tool making are also featured.

Each issue contains technical articles and application reports on selected key topics. Powered by the leading scientific publisher Wiley and its portfolio and included in WileyIndustryNews.com, PhotonicsViews is the platform for high-quality and referenceable publications in the B2B sector, and a partner of expert conferences such as the AKL Congress or the Stuttgart Laser Technology Forum SLT, or LAF.

As part of a media partnership, the member companies of the European Photonics Industry Consortium EPIC belong to the permanent readership of PhotonicsViews.

Overview

Publication Frequency

6 times a year

Volume

Volume 22, 2025

Circulation

Ø 40.000 –
print/epaper per issue

Sales Director

Jörg Wüllner

Sales Team Lead

Miryam Reubold

Senior Account Manager

Alexandra Wojtanowska

Editorial

Dr. Oliver Dreissigacker

Subscription

WileyGIT@vuserice.de

Journal Format

DIN A4, 210 x 297 mm

Content

2	Short description/Overview	10	WIN NEWS
3	Rates & Formats	11	Newsletter
4	Formats	12	pro-physik.de
5	Digital Issue	13	General Terms and Conditions
6	Rates & Formats	14	General Terms and Conditions
7	Technical Details	15	Contact
8	Analysis	16	Publisher
9	Dates & Contents		

Rates & Formats

Advertisements	width / height (mm)	Rate €
1/1 Page	185 x 260	6,100
Juniorpage	137 x 190	4,350
1/2 Page portrait	90 x 260	3,990
1/2 Page landscape	185 x 128	3,990
1/3 Page portrait	58 x 260	3,100
1/3 Page landscape	185 x 85	3,100
1/4 Page classic	90 x 128	2,650
1/4 Page portrait	43 x 260	2,650
1/4 Page landscape	185 x 63	2,650
1/8 Page classic	90 x 63	2,150
1/8 Page landscape	185 x 30	2,150

Preferred positions

Front cover & caption 4c	upon request	6,950
2nd, 3rd or 4th cover	210 x 297*	6,700

* plus 3 mm overlap on all sides

additional costs

Bleed (3 mm)	300
--------------	-----

Bound-Inserts	width / height (mm)	Rate €
2-sheet A4*	210 x 297	6,100

* Head: 5 mm; Foreedge: 3 mm; Foot + right: min, 3 mm

Loose inserts	weight	Rate €
per 1000	up to 25 g	370

Loose inserts with higher weight upon request

Discounts

for several ads within 12 months (year of insertion)

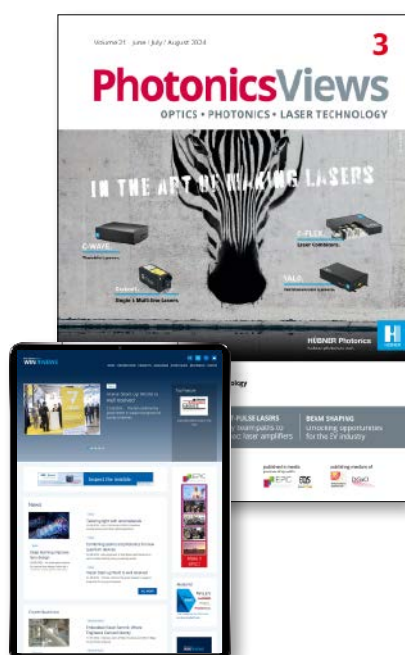
3 Advertisements	5 %
6 Advertisements	10 %
9 Advertisements	15 %
12 Advertisements	20 %

Jobs and opportunities ads are not eligible for discount.

We grant combination discounts.

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

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



Terms of Payment:

Payment within 30 days without deduction.

Bank details:

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

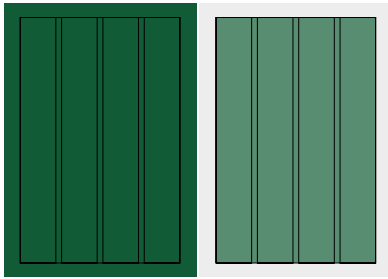
VAT-Id.No.: DE136766623

Tax No.: 47020/29082

All rates are subject to the statutory VAT.

The new rate list comes into effect on October 01, 2024 and supersedes all previous rate lists.

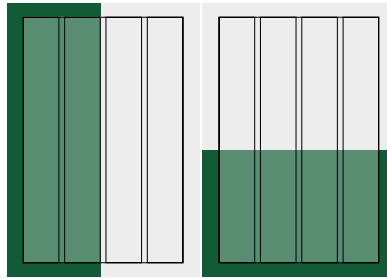
Formats



1/1 Page
Type Area/Bleed Size

Type Area:
185 x 260 mm

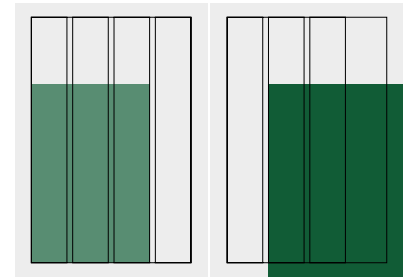
Bleed Size:
210 x 297 mm



1/2 Page
Type Area/Bleed Size

Type Area:
portrait: 90 x 260 mm
landscape: 185 x 128 mm

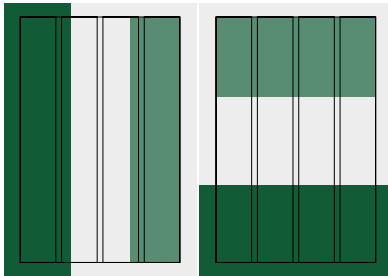
Bleed Size:
portrait: 102 x 297 mm
landscape: 210 x 147 mm



Juniorpage

Type Area:
137 x 190 mm

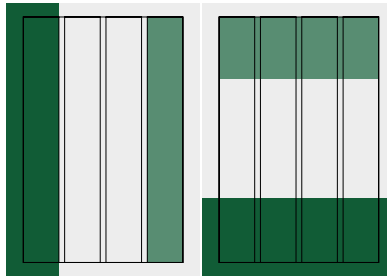
Bleed Size:
147 x 209 mm



1/3 Page
Type Area/Bleed Size

Type Area:
portrait: 58 x 260 mm
landscape: 185 x 85 mm

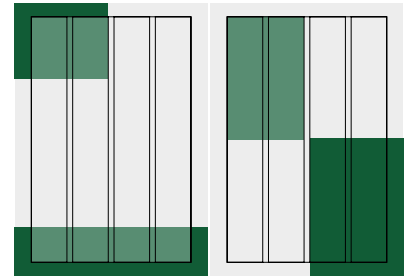
Bleed Size:
portrait: 70 x 297 mm
landscape: 210 x 104 mm



1/4 Page
Type Area/Bleed Size

Type Area:
portrait: 43 x 260 mm
landscape: 185 x 63 mm

Bleed Size:
portrait: 54 x 297 mm
landscape: 210 x 82 mm



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

Type Area:
classic: 90 x 128 mm

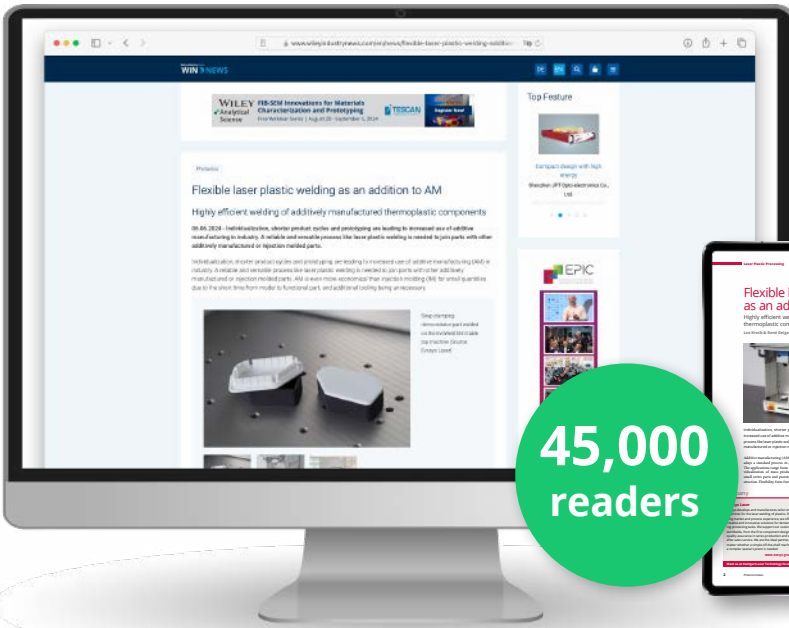
Bleed Size:
classic: 102 x 147 mm

Type Area:
classic: 90 x 63 mm
landscape: 185 x 30 mm

Bleed Size:
classic: 102 x 82 mm
landscape: 210 x 49 mm

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

© kashheev - stock.adobe.com



Our E-Special is more than just an online format. Along with the well-known informative in-depth articles it offers numerous further possibilities of the digital world!

45,000 readers

E-Special: 100 % content, 100 % digital

With our E-Special of PhotonicsViews you can reach over **45,000 readers**. With **integrated videos and links** to relevant websites, our E-Specials are an attractive and interactive reading experience. Each E-Special is dedicated to **a focus topic** (please see box below). The advantage of digital formats: Your advertisements are provided with **digital overlays** and **deep links** so that your potential customers can reach your products or website directly.

Your benefits:

- ▶ **Direct screening** of videos such as interviews, webinars, product presentations, etc. – right in the E-Special
- ▶ **Direct listening to audio sequences** (keyword: podcast)
- ▶ **Deep links** to white papers, data sheets, catalogs, product pages, etc.
- ▶ Establish a direct contact through a **link to your website**

- ▶ **Cross-references** to your articles and messages on the portal www.wileyindustrynews.com
- ▶ Total reach: **over 45,000 readers**
- ▶ attractive rates incl. **digital overlays** for your ads!

In our E-Special, many paths lead to YOUR page. Take advantage of the opportunities to increase your traffic. Talk to us:



Alexandra Wojtanowska
International and Northern Germany
Tel.: +49 (0) 6201 606 552
awojtanows@wiley.com



Jürgen K. Schwenkert
Zip code Germany 70-73, 75-89, 94
Tel.: +49 (0) 89 89 40 44 15
info@schwenkert.com



Thomas Wengenroth
Zip code Germany 35-36, 54-56, 60-69, 74, 90-93, 95-98
Tel.: +49 (0) 6163 93 80 707
info@verlags-service.com

Topic	Editorial deadline	Advertising deadline	Publication date
SPiE Photonics West	Jan. 13, 2025	Jan. 20, 2025	Jan. 22, 2025
Photonics for automotive applications with special section for LaserEMobility Workshop	Feb. 14, 2025	March 13, 2025	April 01, 2025
Beam Shaping	June 17, 2025	July 15, 2025	August 01, 2025
Ad format	Rate €		
E-Special Cover + Cover Story (max. 4,000 characters) + Interview (10 minutes, digital)	3,225		
1/1 page (1,600 x 1,200 pixel)	2,495		
1/2 page (1,600 x 600 pixel)	2,055		
Reach			
LinkedIn	3,094		
X (Twitter)	1,881		
Newsletter WileyIndustryNews.com & pro-physik.de	40,581		
Recipients in total	45,556		

As per July 30, 2024

* Total of all contacts of the PhotonicsViews, inspect and messtec drives Automation

Rates & Formats

Directory of products & suppliers

Each issue of PhotonicsViews includes a list of suppliers.

- A line is 45 mm wide and contains approx. 34 characters (a space counts as one character).
- Alterations and additions are possible for each issue.
- Entries are run until cancelled. Minimum booking is for one year.
- The booking is automatically extended by another year, if not cancelled.
- The list of suppliers is not eligible for agency commission.

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

Example for premium entry



Optics Balzers AG
 Balzers, Liechtenstein
 Phone +423 388 9200
www.opticsbalzers.com

Example for basic entry

POLYTEC GmbH
 76337 Waldbronn
www.polytec.de
info@polytec.de

Premium Entry €/Year and Keyword

Entry up to seven lines for company- and contact details and company logo up to 10 mm logo height, 4c Company logos are placed above the address	960
---	-----

Basic Entry

Basic entry up to four lines for company- and contact details	420
---	-----

Discounts

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

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

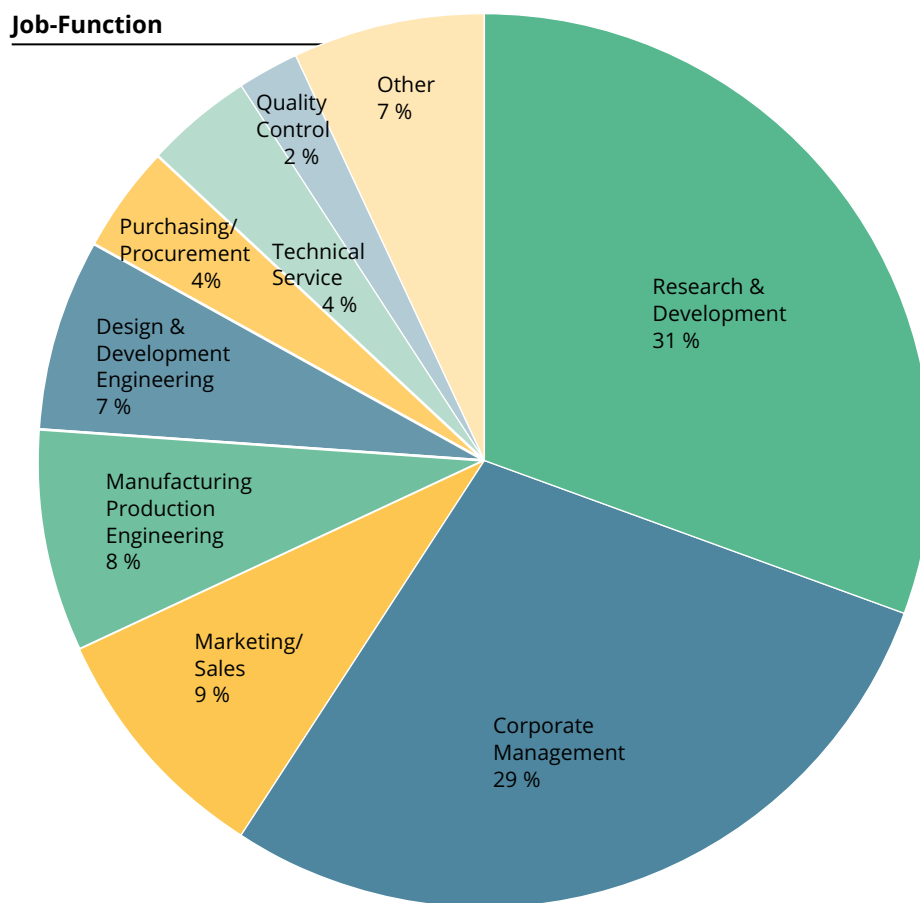


WILEY-VCH GmbH
Silvia Edam
Boschstraße 12
69469 Weinheim, Germany
Tel.: +49 (0) 6201 606-570

Analysis




Job-Function	%
R & D	31
Corporate Management	29
Marketing/Sales	9
Manufacturing Production Engineering	8
Design & Development Engineering	7
Technical Service	4
Purchasing/Procurement	4
Quality Control	2
Other	7
Summe	100

Industry	%
Optics/Precision Engineering	25.9
General Manufacturing	24.2
Scientific R&D	10.2
Industrial R&D	7.2
Electronics	5.8
Other	4.8
Medical Equipment	4.6
Semiconductor	3.3
Automotive	2.9
Consulting	2.4
Chemical	1.9
Aerospace	1.8
Government/Organizations	1.8
Printing	1.7
Military/Defense	1.6
Total	100



Dates & Contents

Issues	1 January	Digital Issue 1 April	2 June	Digital Issue 2 August	3 September	4 November
Publication date	14 January 2025	01 April 2025	17 June 2025	01 August 2025	09 September 2025	11 November 2025
Advertising deadline	29 November 2024	13 March 2025	08 May 2025	15 July 2025	04 August 2025	04 October 2025
Editorial deadline	04 November 2024	14 February 2025	08 April 2025	17 June 2025	08 July 2025	09 September 2025

		with Company Profiles				
Trade shows	 SPIE Photonics West San Francisco, CA, USA January 25-30	Digital Issue	 LASER PHOTONICS Munich, Germany June 24-27	Digital Issue	 CIOE Shenzhen, China September 10-12 Duesseldorf, Germany TBA	
	PHOTOPTICS Porto, Portugal February 22-24		SPIE Optics + Photonics San Diego, CA, USA August 03-07		LASER World of PHOTONICS INDIA Bangalore, India September 17-19	formnext Frankfurt, Germany November 18-21
	Asia Photonics Expo (APE) Marina Bay Sands, Singapore February 26-28				EMO Hanover, Germany September 22-27	productronica Munich, Germany November 18-21
	LASER World of PHOTONICS CHINA Shanghai, China March 11-13				W3+ Fair Jena, Germany September 24-25	sps smart production solutions Nuremberg, Germany November 25-27
	W3+ Fair Wetzlar, Germany March 26-27				ECOC Copenhagen, Denmark September 29 - October 01	
	Sensor + Test Nuremberg, Germany May 06-08				Quantum Effects Stuttgart, Germany October 07-08	
	Control Stuttgart, Germany May 06-09				K2025 Duesseldorf, Germany October 08-15	
	Rapid.Tech 3D Erfurt, Germany May 13-15				SPIE-Photonex Glasgow, UK October 20-23	
	EPHJ Genf, Switzerland June 03-06				Schweisstec/Blechexpo Stuttgart, Germany October 21-24	

Sections | Trends and Markets | Interviews with top managers and leading researchers

	SPIE Photonics West	Laser processes in the automotive industry	LASER World of PHOTONICS	Beam shaping		
Focus	<ul style="list-style-type: none"> · Spectroscopy · Laser sources · Optical components and systems · Biophotonics & Microscopy (Fluorescence, STED, CARS, Confocal...) · Optoelectronics / silicon photonics / PICs · Optical sensors / measurement technology 	<ul style="list-style-type: none"> · Focus LaserEMobility 	<ul style="list-style-type: none"> · Laser systems · Photonics for quantum technology · Ultrashort-pulse laser sources & applications · Laser optics · Machine vision & automation 	<ul style="list-style-type: none"> · Beam forming · Beam combining · Beam analysis 	<ul style="list-style-type: none"> · Laser welding or cutting · Laser plastics processing · Photonics for quantum technology · Fibers and fiber optics · Optical communication 	<ul style="list-style-type: none"> · Additive manufacturing · Laser marking, engraving · Medical applications · Photonics in semiconductor manufacturing · Ultrashort-pulse laser sources & applications

Wiley Industry News

WIN NEWS www.WileyIndustryNews.com

Together we are stronger: From the beginning of 2021, the online editorial offices of inspect-online.com, md-automation.de, traffic and Photonics Views will bundle their forces and present you with our new internet presence Wiley Industry News, WIN for short. The portal will provide readers with industry news. Among other things, those interested will find stimulating user reports, informative videos or in-depth whitepapers, that will bring you closer to the technology of today and tomorrow. In addition all products and solutions that can help to improve your own production or to extend it.

Online-Advertisement

Give your company a face and show presence, communicate a product launch – in short: **benefit from our distribution range.** Combine your print advertising with an image campaign on www.WileyIndustryNews.com and increase your market penetration.

Leaderboard	728 x 90 Pixel	€ 1,345 / month, run of site*
Wide Skyscraper**	160 x 600 Pixel	€ 1,300 / month, run of site*
Medium Rectangle	300 x 250 Pixel	€ 1,225 / month, run of site*

* "run of site" means that the ad placements may appear on any page of the target site. They will be shown randomly in a rotating scheme by each new page impression (maximum of four banners at one position).

** the mobile optimized version requires an additional Medium Rectangle format (300 x 250 px)

Top Feature (Content ad)

Promote your product, your application note, your event or any other highlight on the "cover page" of www.WileyIndustryNews.com. Reach your target group 24/7/365.

Scope of services and specifications:

Text (up to max. 4,000 characters advisable), headline, intro (150 characters), At least one image (format 1.5:1, at least W x H 476 x 315 px, better 750 x 500 px, max. 250 KB), three additional images possible (format see above), Contact information

Running Time: 1 month prominent as a Top Feature Story. Additionally, your highlight remains for a total of three months in the portal's database *€ 1,730

Combinated Offer: Top Feature on Portal + Newsletter € 2,370

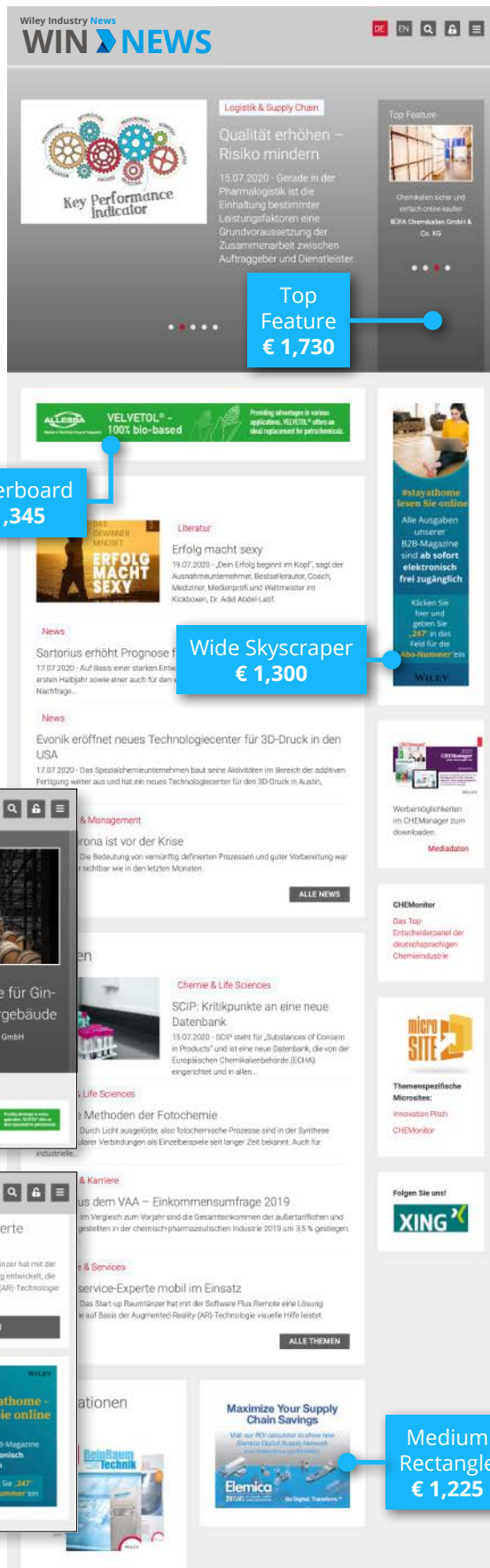
* In a rotation scheme with three other Top Feature Stories. Text is subject to editorial criteria.

Accesses to the website

Page Impressions/Month	15,200
Visitors	9,100

Monthly Average h2 2022 to h1 2024

See next page for technical specifications



Desktop

Newsletter: www.WileyIndustryNews.com

Information about sensors, automation, test & measurement, machine vision and photonics is available in the WIN newsletter, which is sent out biweekly. We inform about company mergers, market developments and what else is new in the world of industry. Up-to-date and interesting, just as you are used to from the editorial offices of inspect, messtec drives Automation and PhotonicViews.

We also offer special newsletters in which we report on upcoming trade fairs and current key topics. Product or company specials that focus only on products or information from manufacturers are also possible.

For English-speaking target groups, the editors of inspect send out the international VISION newsletter, which is produced jointly with the Landesmesse Stuttgart, the organiser of VISION – the world's leading trade fair for machine vision.

Newsletter: Banner formats & prices

With the booking of a „Feature“, your content will be placed on one of the prominent feature positions

Full Banner	468 x 60 Pixel	€ 1,120
Medium Rectangle	300 x 250 Pixel	€ 1,350
Feature Newsletter (Content ad)	Text (up to max. 4,000 characters advisable), headline, intro (150 characters), At least one image (format 1.5:1, at least W x H 476 x 315 px, better 750 x 500 px, max. 250 KB), three additional images possible (format see above), Contact information	€ 1,225
Content Ad direct		€ 1,445
Combo offer: Top Feature on website + newsletter		€ 2,370
Event announcement: (name and date 50 characters, call-to-action 70 characters, graphic 476 x 315 pixels, external link)		€ 545
Job advertisement: (description of position 50 characters, call-to-action 70 characters, graphic 476 x 315 pixels, external link)		€ 560

Material delivery at the latest 7 days before the dispatch date of the booked newsletter.

Newsletter Key Figures 2020/2021 German edition

Number of recipients (DOI)	1,850
Open Rate (MV)	45.2 %
Click Through Rate (MV)	6.3 %

MV = Mean value of 41 newsletters sent out

Newsletter Key Figures 2020/2021 English edition

Number of recipients (DOI)	770
Open Rate (MV)	48.9 %
Click Through Rate (MV)	6.2 %

MV = Mean value of 10 newsletters sent out

Technical Data

Please send your files by mail to your sales representative. We will take care of all further steps.

Banner (Website)

Size of data: max. 200 KB
Data formats: GIF, JPG, PNG, HTML5, any kind of Redirect/Tag

Banner (Newsletter)

Size of data: max. 200 KB
Data formats: GIF, JPG, PNG

Target-website

Please tell us the exact URL, where your banner should be linked to.

Webcast

Data format: any video format is possible
Size of data: max. 40 MB or Youtube link

Wiley Industry News
WIN NEWS

Liebe Leser,

haben Sie schon eine virtuelle Messe besucht und dort live gepochtet, interaktive Produktinformationen angeschaut oder eine virtuelle Visitenkarte hinterlassen? Falls nicht und sie gerne wissen wollen, wie genau das alles funktioniert und welche Chancen ein solches Event bietet, schauen Sie sich unser neues Video dazu an. Darin erklärt Lisa Holland alles rund um die Wiley Industry Days - kurz WIN>DAYS, die Mitte November stattfinden. **Zu dem Video gelangen Sie hier.**

Andreas Grösslein
Editor / Webmaster B2B Technology

Wiley Industry Days
WIN DAYS
14.-16. Feb. 2023
Register for free
www.WileyIndustryDays.com

Medium Rectangle
€ 1,350

Top-Thema

Vision

Mit Spezial-Software Bauteile messen
15.09.2020 -
Opto Engineering hat Horus veröffentlicht, eine Windows-Desktop-Anwendung zur optischen Messung. Dabei handelt es sich um eine Software für die die Echtzeitmessung von Bauteilen. Das Interface sowie die Abläufe sind ähnlich wie bei...

Full Banner
€ 1,120

Stimmen Sie für unsere neue 1,1" Objektivserie mit Flüssiglinsen

inspect
ausgel. 2021
prominenz

Feature
€ 1,225

Control

Das Vision-System im - Streichholzschachtel-Format
21.09.2020 -
Der Bedarf in der Industrie an komplexen, entwickelten Bildverarbeitungssystemen. Zugleich schwindet der Platz, diese in de Schaltschränken unterzubringen. Vision...

Exclusive Presence among your customers
Single Sponsored Newsletter
5,335 €

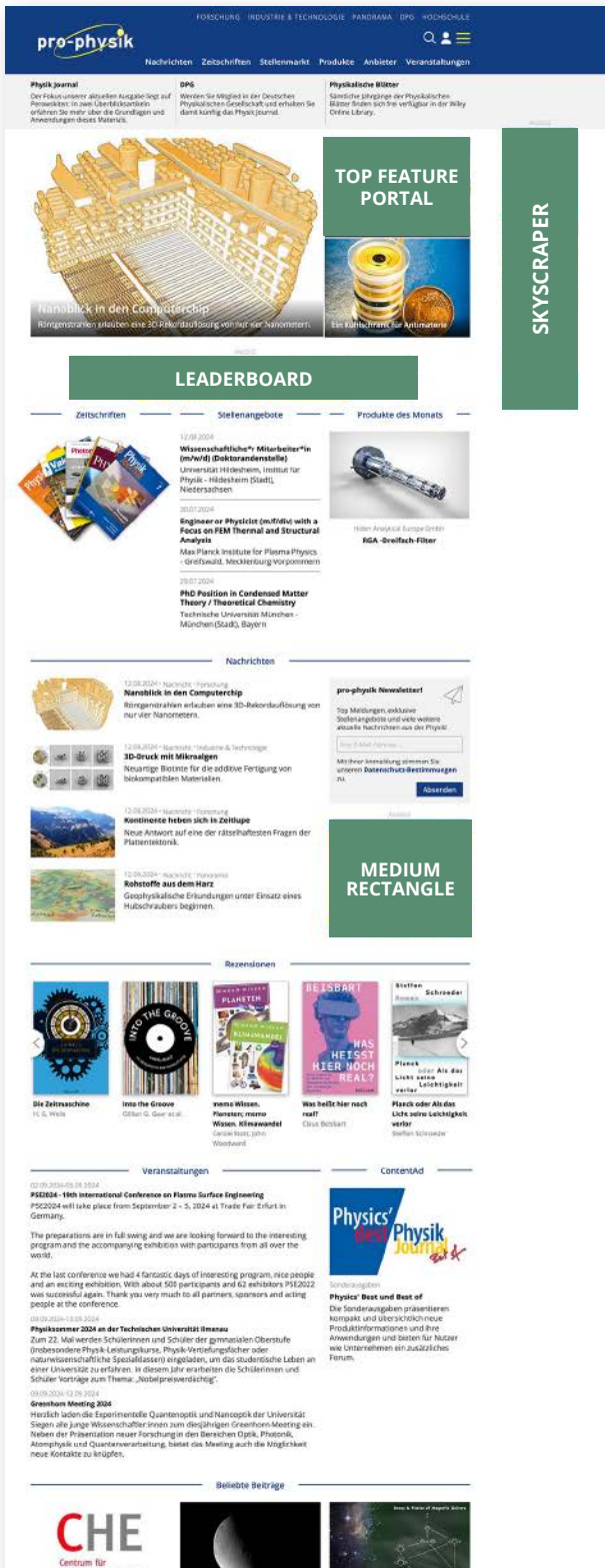
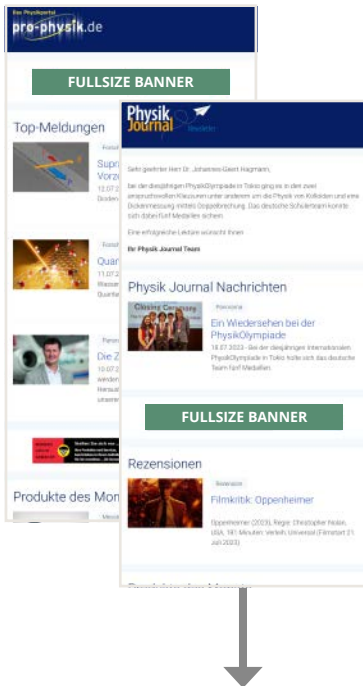
pro-physik.de

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; English: German Physical Society).

A comprehensive job market, 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 records 38,000 unique visits and 70,000 page impressions per month.

We will be happy to provide further information about online advertising options on pro-physik.de



Product of the Month
Your product information is published with product and company name and image on all pages (except the job ads section) of pro-physik.de and in the E-Newsletters.
In addition, your product highlight will be published for six months in the product database of the portal.
As a third component, the product information appears prominently in the parallel monthly issue of the Physik Journal (circulation: 46,115)
Rate: € 2,200

Top Feature Portal
Top placement on the homepage and all subpages of pro-physik.de. Promote your current highlights, your product launch, your user report and reach your target groups around the clock.
Duration: 14 days prominent on the homepage and a total of 6 months in the respective portal category.
Rate € 2,700

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.
Rate/month € 1,900

Content Premium-Package
Integration on our portal page in the news section, 1 month content ad on the homepage, 2 months Feature Newsletter in the E-Newsletter and archiving for at least one year.
Rate: € 4,890

Banner	Banner format	Rate €/Month
Leaderboard	728 x 90 px	1,650
Wide Skyscraper	160 x 600 px	1,600
Medium Rectangle	300 x 250 px	1,450

Physics 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 (German Physical Society).
The E-Newsletters pro-physik.de (20,000 recipients) and Physik Journal (18,000 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	Rate/Month
Full Size Banner (468 x 60 px)	€ 1,900
Feature Newsletter (image, text + URL)	€ 2,200
Combinated Offer: Top Feature on Portal + Newsletter	€ 3,100

Advertising and Reprint Production Terms and Conditions

Definitions

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 on the Booking Confirmation or invoice issued by the Wiley group entity or 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 physical goods, being 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-license 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 in Wiley's sole and reasonable 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-effective production 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. The Customer will supply an authorised 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 Print Advertising 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 republication 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 Online Advertising in conformance with Wiley's delivery specifications.
- 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 goals' or the like provided are non-binding. Online Advertising described in the Booking Confirmation as '100% sponsorships' 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 behind 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 relation 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 which has been approved by Customer) in the manner set out in the Booking Confirmation will not breach or infringe any copyright, patent, trademark, trade secret or obligation of confidentiality or privacy, any law of defamation or obscenity, or any relevant law or regulation concerning advertising or promotions, including any medical advertising laws, industry codes or regulations;

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

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

- (d) the Advertising does not violate any other applicable law, statute, ordinance or regulation, including without limitation any laws and regulations governing export control;

- (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 facilitate terrorism, terrorist-related activities 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, cancelbots 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 Advertisement 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 Buys 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 booking advertising on behalf of a customer in which case it will be the Agency, with its customer being the Advertiser):

- (a) Section II (Ad Placement and Positioning);
- (b) Section IV (Reporting) (excluding clause IV(b));
- (c) Section XII (Non-Disclosure, Data Usage and Ownership, Privacy and Laws)
- (d) Section XIII (Third Party Ad Serving and Tracking)

In the event of any inconsistencies between the IAB Terms and these Terms, these Terms will prevail, to the extent of the inconsistency.

REPRINT TERMS

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 licence fee. 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 fulfilment.
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 requires 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:

English Language		Translations	
Point of Cancellation	% of order value – excluding shipping & expedited delivery fees	Point of Cancellation	% of order value – excluding shipping & expedited delivery fees
Purchase Order / confirmed order received	5%	Purchase Order / confirmed order received	5%
Order sent to printer / Proof compiled	10%	Translation work started	50%
Proof approved by customer	25%	Proof approved by customer	75%
ePrint created	35%	ePrint created	35%
Copies printed / ePrint supplied	100%	Copies printed / ePrint supplied	100%

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 proceeding 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:
- cancel any provision of credit to Customer;
 - require cash pre-payment for further orders until all outstanding debt is paid in full or Wiley determines that the initial insolvency event has ceased to occur;
 - cease publication of further Advertising or terminate an agreement for Advertising;
 - withhold any discounts or rebates previously granted to the Customer; or
 - 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, customs 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 together with the overdue amount.
34. Wiley excludes all implied conditions and warranties from these Terms, apart from any condition or warranty which cannot be excluded by the operation of law. Wiley limits its liability for any breach of any non-excludable condition or warranty, at Wiley's option, to the resupply of the Advertising or Reprint or the payment of the cost of the resupply. Subject to the foregoing, Wiley excludes all other liability to the Customer for any costs, expenses, losses and/or damages incurred in relation to any Advertising or Reprints produced by Wiley, howsoever that liability arises. Wiley will not be liable for indirect or consequential losses, loss of profits, loss of revenue or loss of any business opportunity.
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.
36. Wiley will not be liable for any delay or failure to publish Advertising or to deliver Reprints caused by a factor outside Wiley's reasonable control (including, without limitation, war, civil disorder; strike; flood; fire; storm; accident; terrorism; governmental restriction; infectious disease; epidemic; pandemic; public health emergency; embargo; power, telecommunications or Internet failures; damage to or destruction of any network facilities; the enactment of any law, executive order, or judicial decree; or any other circumstance beyond Wiley's control whether similar or dissimilar to the foregoing).
37. Wiley will retain copyright and all other intellectual property rights and proprietary rights in Wiley's publications, proposals, and products and services. Customer acknowledges and agrees that Wiley may process Customer's personal data, including storing or transferring data outside of the country of Customer's residence, in order to process transactions related to these Terms and to communicate with Customer, and that Wiley has a legitimate interest in processing Customer's personal data. Wiley will comply with all applicable laws, statutes and regulations relating to data protection and privacy and will process such personal data in accordance with Wiley's Privacy Policy located at: www.wiley.com/privacy.
38. By submitting an order for Reprints and/or Advertising in the manner set out above, the Customer agrees to be bound by these Terms. In the event of any conflict, the order of precedence will be as follows: (i) these Terms, (ii) Booking Confirmation, (iii) Insertion Order or Purchase Order signed by both parties. Where general terms and conditions of business are proposed by the Customer, those will not have any application unless signed by Wiley.
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 law 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.

Contact

PhotonicsViews · Boschstrasse 12 · 69469 Weinheim · Germany

Media Consultants



Alexandra Wojtanowska
Tel.: +49 (0) 6201 606 552
awojtanows@wiley.com



Nicole Schramm
Tel.: +49 (0) 6201 606 559
nschramm@wiley.com



Miryam Reubold
Sales Team Lead
Tel.: +49 6201 606 127
miryam.reubold@wiley.com

Editorial



Dr. Oliver Dreissigacker
Tel.: +49 (0) 6201 606 181
photonicsviews@wiley.com

Sales Representatives



Jürgen K. Schwenkert
Zip code Germany
70-73, 75-89, 94
Tel.: +49 (0) 89 89 40 44 15
info@schwenkert.com



Thomas Wengenroth
Zip code Germany
35-36, 54-56, 60-69,
74, 90-93, 95-98
Tel.: +49 (0) 6163 93 80 707
info@verlags-service.com

WILEY

Wiley is a world leading publisher of academic, scientific and professional information, and the world's largest society journal publisher. Wiley has a rich source of essential content, including a large portfolio of peer-reviewed journals serving the knowledge ecosystem in science and engineering.

We develop bespoke projects, linked to an extensive range of publications available on Wiley Online Library. Our global online resource includes 1,700+ journals and over 8 million articles. Through the reach and credibility of our extensive portfolio, we support your marketing and customer engagement strategies, maximizing their impact.

Contact:

Publisher:
Wiley-VCH GmbH
Boschstrasse 12
69469 Weinheim
Germany

Tel.: +49 (0) 6201 606 0
E-Mail: awojtanows@wiley.com
Internet: www.photonicsviews.com
www.wiley-vch.de
www.wiley.com