Unique reach into the global laboratory & microscopy market through high circulation B2B journals and digital platforms

Description

**Imaging & Microscopy** magazine is the premier resource for the European microscopy community. As official partner of the European Microscopy Society you reach all members of all microscopy societies in Europe and additional microscopy specialists. Our well-organized brand has been providing readers with thought-provoking and relevant information on developments and trends in microscopy methods in the Life Sciences and Material Sciences for more than 20 years. The magazine's high-scientific content is designed for microscopy users and developers providing practical information on new methods and applications in Light Microscopy, Electron Microscopy, Scanning Probe Microscopy, Image Processing and X-Ray Analysis. Our material covers also latest news, information from societies, announcements of meetings and conferences and the latest products for scientific research. With the help of its editorial team and an updated Editorial Advisory Board, I&M is constantly striving to ensure its content is well-rounded and meets the needs of its professional readers.

**Imaging & Microscopy** – the ideal partner to meet your marketing goals for 2020 and beyond.

**Overview**
- Publication frequency: 4 issues per year
- Volume: 22nd year 2020
- Circulation: 18,000
- Web address (URL): imaging-git.com
- Publishing house: Wiley-VCH Verlag GmbH & Co. KGaA, Boschstrasse 12, 69469 Weinheim, Germany
- Phone: +49 (0) 6201 606 0
- Fax: +49 (0) 6201 606 793
- E-Mail: imaging-microscopy@wiley.com
- Publishing Director: Dr. Birgit Washburn, Editor-in-Chief
- Corporate Sales Director: Dr. Katja Habermüller
- EMEA, Sciences Commercial Manager: Vanessa Winde
- Sales, EMEA: Dr. Stefanie Krauth, Mehtap Yildiz
- Sales, America: Roland Espinosa, Joe Tomaszewski
- Sales, Asia: Yusuke Sato
- Order Management: Kerstin Kunkel
- Subscription: € 40.00 (+ VAT)
- Single copy rate: € 15.30 (+ VAT + Postage)
- Subscription for students: € 20.00 (+ VAT)
- ISSN: 1439-4243
- Format of the magazine: DIN A4

Magazine Overview | Dates & Contents | Distribution | Prices & Formats | Technical Data | Online | General terms of Business | Contact
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Two strong brands to reach the global microscopy community

**Imaging & Microscopy**
- High valuable content focused on methodology and academic research

**Microscopy & Analysis**
- Presents current trends in microscopy instrumentation and application

**Readership**
- **18,000** (average distribution of 1,000 copies per issue on conferences & trade shows)
- **46,000** readers around the world

Users and key decision-makers in industrial and academic research

**Partnerships and Cooperations**

**Dates & Contents**

<table>
<thead>
<tr>
<th>ISSUES</th>
<th>1 / March</th>
<th>2 / May</th>
<th>3 / August</th>
<th>4 / November</th>
</tr>
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<tbody>
<tr>
<td>Publishing Date</td>
<td>19.03.2020</td>
<td>28.05.2020</td>
<td>10.08.2020</td>
<td>12.11.2020</td>
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<tr>
<td>Advertising Deadline</td>
<td>28.02.2020</td>
<td>08.05.2020</td>
<td>20.07.2020</td>
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<td>Editorial Deadline</td>
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<td>03.04.2020</td>
<td>19.06.2020</td>
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**FAIRS AND EXHIBITIONS**

- **Focus On Microscopy**
  - Osaka, Japan
  - 05.–08.04.2020

- **European Light Microscopy Initiative Meeting**
  - Noordwijkerhout, The Netherlands
  - 09.–12.06.2020

- **Analytica**
  - Munich, Germany
  - 31.03.–03.04.2020

- **Frontiers in Bioimaging**
  - London, UK
  - 24.–25.06.2020

- **Microscopy & Microanalysis**
  - Milwaukee, WI, USA
  - 02.–06.08.2020

- **European Microscopy Conference EMC2020**
  - Copenhagen, Denmark
  - 23.–28.08.2020

- **3rd International Conference On Nanoscopy – ICON Europe**
  - Jena, Germany
  - 28.09.–01.10.2020

- **Neuroscience**
  - Washington D.C., USA
  - 24.–28.10.2020

- **SPIE Photonics West**
  - San Francisco, CA, USA
  - February 2021

- **5th Neubias Conference**
  - February 2021

- **16th European Molecular Imaging Meeting**
  - March 2021

**TOPICS**

- Light Microscopy
- Electron, Ion and X-Ray Microscopy
- Scanning Probe Microscopy
- Image Analysis/Processing
- Compositional Analysis

**I&M Showcase**

- This half-page advertorial format is consisting of:
  - 1,500 characters incl. blanks
  - main technical specifications,
  - 65 letters incl. blanks per line
  - one illustration, 250 dpi
  - company logo
  - Email and URL

- I&M Showcase is a regular feature introducing new products and services related to:
  - Light Microscopes
  - Electron, Ion and X-Ray Microscopes
  - Scanning Probe Microscopes
  - Compositional Analysis
  - Image Analysis/Processing
  - Microscopy Accessories
  - Microscopy Consumables
European Microscopy Initiative (ELMI)

ELMI was created in 2001 to establish a unique communication network between European scientists working in the field of advanced light microscopy in life science and the manufacturers of their equipment. The annual meetings of this initiative combine lecture sessions focusing on applications and workshop sessions organized by the industry partners for instrument demonstration and hands-on opportunities.

Focus on Microscopy

The FOM conferences constitute an effective meeting point for developers and users working in the rapidly evolving field of optical microscopy and imaging, playing an important role in the dissemination of information about new developments. The FOM conferences are accompanied by a technical exhibition showing the recent technical developments in microscopy and associated techniques.

Focus on Microscopy 2018

In 2018, the FOM conference was held in Copenhagen, Denmark. It was the largest European stage for cross-disciplinary research. The scientific programme covered the latest research in life sciences, physical sciences and engineering across all microscopy and imaging techniques. The exhibition typically attracts well over 100 exhibitors, ranging from small start-up companies to the industry giants. This makes it a great place to compare the latest products from different suppliers with many product demonstrations available and teams on hand to offer advice for any challenges you may be experiencing in the lab and answer any questions you may have.

European Light Microscopy Initiative (ELMI)

The ELMI conference has been held annually since 2001 and is open to all who are interested in microscopy and imaging. It is a meeting for researchers who use microscopy and imaging techniques, as well as those who develop and sell equipment. The conference provides a forum for the exchange of ideas and the dissemination of new knowledge.

Support from Science

We are very proud to present the advisory board of Imaging & Microscopy to our readership. Composed of leading experts from around the world, its role is to advise on current issues and advances in all fields of modern microscopy and imaging. The board serves as a guardian for the journals' scientific quality. In the most general term it is a sounding board and a conscience. Imaging & Microscopy calls upon suggestions and criticism that will make a good journal even better.

European Microscopy Society (EMS)

The aims of EMS are to promote the use and the quality of advanced microscopy in all its aspects in Europe, with particular reference to developments in instrumentation and methodology and novel applications of all types of microscopy. Although light, electron and scanning-probe microscopy are expected to occupy a large place in the activities of The Society, no form of microscopy is excluded.

SCANDEM – Nordic Microscopy Society

SCANDEM was founded in 1948 in Stockholm and includes now all the Nordic countries (Denmark, Finland, Iceland, Norway and Sweden). The society has served as an active organization focusing on all aspects related to microscopy. This includes developments of the technology, specimen preparation techniques, applications in material and life sciences and new types of microscopy. Most of the members, more than 300, come from universities, research institutes and industries in the Nordic countries. An annual SCANDEM meeting is organized by a local committee. SCANDEM is a member of the International Federation of Societies for Microscopy (IFSM), and of the European Microscopy Society (EMS).
Highly Qualified Audience 2019

Imaging & Microscopy

GEOGRAPHICAL BREAKDOWN

Imaging & Microscopy has an audience of 18,000 pan-European readers from the scientific imaging community spanning more than 18 countries. Due to our constant media partnership, the average distribution of each issue on conferences and trade shows is 3,480 copies (Average distribution of issue 4/18–3/19)

Adept at Adapting to your Wishes

Circulation & Audience 2019

<<Imaging & Microscopy addresses the users and decision-makers in industrial and academic research>>

- Optics: 6%
- Chemical Industry: 10%
- Pharmaceutical Industry: 12%
- Energy-/ Agro-/ Environmental Industry: 2%
- University and Research Institute: 40%
- Measurement and Automation Technology: 7%
- Biotechnology Industry: 11%
- Semiconductor and Electronic Industry: 4%
- Working Materials and Metals: 6%
- Other: 2%

<<Imaging & Microscopy caters to scientists who work in a variety of job sectors>>

- Sales/Product Manager: 9%
- University Professor/Lecturer: 26%
- CEO/Managing Director: 9%
- Scientist/Post-Doc/Graduate: 23%
- PhD Student: 8%
- Engineer/Technician: 21%
- Other: 4%
## Prices & Formats

### ADVERTISEMENTS

<table>
<thead>
<tr>
<th>WIDHT / HEIGHT (mm)</th>
<th>PRICE € (4C)</th>
</tr>
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<tbody>
<tr>
<td>1/1 Page</td>
<td>185 260</td>
</tr>
<tr>
<td>1/2 Page portrait</td>
<td>90 260</td>
</tr>
<tr>
<td>1/2 Page landscape</td>
<td>185 128</td>
</tr>
<tr>
<td>Junior Page</td>
<td>137 190</td>
</tr>
<tr>
<td>1/3 Page portrait</td>
<td>58 260</td>
</tr>
<tr>
<td>1/3 Page landscape</td>
<td>185 85</td>
</tr>
<tr>
<td>1/4 Page classic</td>
<td>90 128</td>
</tr>
<tr>
<td>1/4 Page portrait</td>
<td>43 260</td>
</tr>
<tr>
<td>1/4 Page landscape</td>
<td>185 63</td>
</tr>
<tr>
<td>1/8 Page classic</td>
<td>90 63</td>
</tr>
<tr>
<td>1/8 Page landscape</td>
<td>185 30</td>
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### PREFERRED POSITIONS

<table>
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<tr>
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<tbody>
<tr>
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<td>213 303</td>
<td>7,945</td>
</tr>
<tr>
<td>Inside front/back page</td>
<td>185 260</td>
<td>7,545</td>
</tr>
<tr>
<td>1st right hand in text</td>
<td>185 260</td>
<td>7,545</td>
</tr>
<tr>
<td>Belly Band</td>
<td>450 max. 100</td>
<td>5,750</td>
</tr>
<tr>
<td>Postcards</td>
<td></td>
<td>130</td>
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### ADDITIONAL CHARGES

<table>
<thead>
<tr>
<th>WIDTH / HEIGHT (mm)</th>
<th>PRICE €</th>
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<tbody>
<tr>
<td>2-page A4</td>
<td>210 297</td>
</tr>
<tr>
<td>3-page A4 + side flip</td>
<td>207 + 105 297</td>
</tr>
<tr>
<td>4-page A4</td>
<td>420 297</td>
</tr>
<tr>
<td>6-page A4</td>
<td>414 + 203 297</td>
</tr>
</tbody>
</table>

* Head: 3 mm; Foredge: 3 mm; Foot + right: min. 3 mm

### DISCOUNTS

- 3 Advertisements: 5%
- 6 Advertisements: 10%
- 9 Advertisements: 15%
- 12 Advertisements: 20%
- 18 Advertisements: 25%
- 24 Advertisements: 30%

### ADDITIONAL CHARGES

- Binding positions: 10%

### JOB ADVERTISEMENTS

25% discount on regular advertisement prices

### 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.: DE 813481633 · Tax No.: 47020/21620  
All prices are subject to 19% VAT.

The new price list comes into effect on 1 October 2019 and supersedes all previous price lists.

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**Advertorials**

- Application Note
- Technical Report
- Showcase
- Company Profile

**Preferred Positions**

- Title Page + Story
- Inside front/back page, Back page
- 1st right hand in text
- Belly Band
- Postcards

**Additional Charges**

- Binding positions: 10%

**Discounts**

- 3 Advertisements: 5%
- 6 Advertisements: 10%
- 9 Advertisements: 15%
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## Formats

<table>
<thead>
<tr>
<th>Pages</th>
<th>Type Area/ Bleed Size</th>
</tr>
</thead>
</table>
| 1/1   | Type Area: 185 x 260 mm  
            Bleed Size: 210 x 297 mm  + 3 mm Overlap  
            Final Size: 216 x 303 mm |
| 1/2   | Type Area: 185 x 260 mm  
            Bleed Size: 210 x 297 mm  + 3 mm Overlap |
| Junior-page | Type Area: 157 x 190 mm  
            Bleed Size: 147 x 209 mm  + 3 mm Overlap |
| 1/3   | Type Area: portrait: 58 x 260 mm  
            landscape: 185 x 128 mm  
            Bleed Size: portrait: 70 x 297 mm  
            landscape: 210 x 147 mm  + 3 mm Overlap |
| 1/4   | Type Area: portrait: 48 x 260 mm  
            landscape: 185 x 63 mm  
            Bleed Size: portrait: 54 x 297 mm  
            landscape: 210 x 82 mm  + 3 mm Overlap |
| 1/4   | Type Area: classic: 90 x 128 mm  
            Bleed Size: classic: 102 x 147 mm  + 3 mm Overlap  
            Type Area: classic: 90 x 63 mm  
            landscape: 185 x 30 mm  
            Bleed Size: classic: 102 x 82 mm  
            landscape: 210 x 49 mm  + 3 mm Overlap |
| 1/8   | Type Area: classic: 90 x 63 mm  
            landscape: 185 x 30 mm  
            Bleed Size: classic: 102 x 82 mm  
            landscape: 210 x 49 mm  + 3 mm Overlap |

## Technical Specifications

**Magazine format**
210 x 297 mm (width x height), A4 size  
185 x 260 mm (width x height), print space  
Number of columns: 3; column width 58 mm or  
Number of columns: 4; column width 43 mm

**Print methods**
Sheet offset  
Print profile: ISO Coated_v2_300 (39L)

**Colours**
Euro scale  
70 ruling

**Screen ruling**
70 ruling

**Loose inserts**
Minimum insert size: 105 x 148 mm (w x h)  
Maximum insert size: 200 x 287 mm (w x h),  
the back fold must be on the long side (287 mm)  
Minimum weight for single-sheets inserts: 150 g/m²

**Delivery of loose inserts**
Delivery quantity: 18,200 copies

**Delivery of bound-in inserts**
Delivery quantity: 18,500 copies

The delivery address for bound-in inserts and any supplements will be given to you with the order confirmation.

**Data format**
We accept the following data formats: PDF, EPS, TIFF, JPG.

### Please observe the following points:
1. Embed all text or convert it into streams.  
2. Use only CMYK colours.  
3. With pixel-oriented data formats (colour/greyscale), we require a resolution of at least 250 dpi. Bitmap files (line) should have a resolution of at least 1200 dpi.  
4. For the creation of PDF files with Acrobat Distiller, we have provided you with a Joboptions file which can be downloaded at www.gitverlag.com/en/global/order_management/data_transfer/.  
5. Do not compress JPG files too strongly, or this will lead to visible loss of image quality. Use the “maximum” or “high” quality gradings.  
6. Do not send pre-separated or DCS files.

### To avoid errors, please observe the following:
Send all text to be used and associated files together. Attach a hard copy/print-out to the layout check. Ensure that no RBG colours are used in any files, including the associated files. For files from programmes not intended for the creation of printed documents (e.g. Word, Excel, Powerpoint), the files must always be converted. This means inevitable changes in data and considerable additional work, which we have to add to your invoice.

### Transmission options
- by e-mail to kerstin.kunkel@wiley.com

Wiley-VCH Verlag GmbH & Co. KGaA  
FAO: Kerstin Kunkel  
Boschstrasse 12  
69469 Weinheim, Germany  
Tel.: +49 (0) 6201 606 731  
Fax: +49 (0) 6201 606 790
**Banner advertising**

Give your company an image, show your presence, communicate a product launch – in short: benefit from our scope. Complement your print campaign and increase your market penetration with an image campaign on [imaging-git.com](http://imaging-git.com).

<table>
<thead>
<tr>
<th>Format</th>
<th>Size</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leaderboard</td>
<td>728 x 90 Pixel</td>
<td>€ 1,200 / month, run of site*</td>
</tr>
<tr>
<td>Full Banner</td>
<td>468 x 60 Pixel</td>
<td>€ 850 / month, run of site</td>
</tr>
<tr>
<td>Wide Skyscraper</td>
<td>160 x 600 Pixel</td>
<td>€ 1,250 / month, run of site</td>
</tr>
<tr>
<td>Skyscraper</td>
<td>120 x 600 Pixel</td>
<td>€ 1,170 / month, run of site</td>
</tr>
<tr>
<td>Rectangle</td>
<td>180 x 150 Pixel</td>
<td>€ 1,100 / month, run of site</td>
</tr>
<tr>
<td>Medium Rectangle</td>
<td>300 x 250 Pixel</td>
<td>€ 1,250 / month, run of site</td>
</tr>
</tbody>
</table>

* “run of site” means that the ad placements may appear on any page of the target site. In a rotating scheme with a maximum of four banners at one position.

**Whitepaper/Application note**

The ideal format to present your expertise in full detail and to generate leads. Application notes, market or case studies are the perfect presentation form for companies, whose content differs from their competitors.

- **Whitepaper**: € 890 for 6 months
  - Including: Teaser text, product photos, company contacts, PDF for download

- **Webcast**: € 900 for 6 months
  - Including: Teaser text, product video, company address

**Top Teaser Story**

Promote your product, your application note, your event or any other highlight on the “cover page” of [imaging-git.com](http://imaging-git.com).

Reach your target group 24/7/365.

- **Top Teaser Image**: 510 x 286 Pixel  € 1,500 / month*
- **Scope of Service**: Picture, Headline, Intro on landing page (150 letters) Detailed Text (up to 4,000 characters recommended) 1-4 Images Contact Information
- **Running Time**: 1 month prominent as a Top Teaser Story. Additionally, your highlight remains for a total of six months in the portal’s database

*In a rotation scheme with five other Top Teaser Stories

**Newsletter: Banner formats & prices**

<table>
<thead>
<tr>
<th>Format</th>
<th>Size</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wide Skyscraper</td>
<td>160 x 600 Pixel</td>
<td>€ 1,010</td>
</tr>
<tr>
<td>Skyscraper</td>
<td>120 x 600 Pixel</td>
<td>€ 950</td>
</tr>
<tr>
<td>Full Banner</td>
<td>468 x 60 Pixel</td>
<td>€ 800</td>
</tr>
<tr>
<td>Product Feature</td>
<td>see below</td>
<td>€ 970</td>
</tr>
</tbody>
</table>

In case of “Product Feature” the product will be highlighted one time in the newsletter.

**Technical Data:**

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

- **Banner**: Size of data: max. 100 KB
  - Data formats: GIF, JPEG, PNG, HTML5, any kind of Redirect/Tag
  - Target-website: please tell us the exact URL where your banner should be linked to.
- **Product Information/Newsletter-Feature**: 1 square picture, 1 rectangle picture
  - Text: up to 2,000 characters
  - Pictures: JPEG, PNG
- **Webcasts**: Data format: any video format is possible
  - Size of data: max. 40 MB
Regardless of what type of marketing tactics and channels you use – from powerful traditional print advertising to engaging digital content marketing – quality content is always an essential part of it. Wiley’s content solutions offer you access to highly respected publications and learning tools. Benefit from 200 years of publishing experience, a trusted brand, authoritative content and incomparable scientific and professional communities. Get connected through Wiley content!

Connect through content

Regardless of what type of marketing tactics and channels you use – from powerful traditional print advertising to engaging digital content marketing – quality content is always an essential part of it. Wiley’s content solutions offer you access to highly respected publications and learning tools. Benefit from 200 years of publishing experience, a trusted brand, authoritative content and incomparable scientific and professional communities. Get connected through Wiley content!

Content Solutions powering your Business!

Mix and match content campaigns to suit your marketing goals: Choose from tailored combinations of advertising, reprints, supplements and other traditional strategies, as well as powerful microsites, mobile apps, email campaigns, and interactive online learning environments.

Contact us to find out how Wiley content solutions could help drive your marketing strategy.

Advertising

Reaching the minds that matter most: Whether print or online, Wiley advertising offers access to highly targeted, influential audiences of decision makers and opinion leaders in key markets around the world. 19.5 million experts read Wiley journals in print or on WileyOnlineLibrary 100,000 decision makers in industry read our b2b publications.

Webinar

Interact with your target group: Our free-to-attend online seminars engage targeted audiences in real time as well as on-demand – offering a wealth of opportunities to showcase your brand, build thought leadership, deliver training and more.

Microsite

Connect through content: Engage with your target group and position your company as thought leader or technology expert in a certain field. Whether you choose the stand-alone version or a microsite integrated in our b2b portals, you will benefit from promotion campaigns and best technical service.

Essential Knowledge Briefings (EKB)

Exclusivity: Spread your knowledge of a hot topic via the latest channel. EssentialKnowledgeBriefings.com represents the ideal platform for your digital publications. You will not only benefit from the strong image of the Wiley brands, but also from exclusivity – no other competitor can publish an EKB on your subject.

Reprints & Sponsorship

Influence through education: Whether you choose a flyer, single article, collection of articles or abstracts with a cover, reprints and ePrints deliver the right content and right brand messages to your target audience. Or raise your profile in a special target group by sponsoring a complementary subscription to respected Wiley online journals.

Custom Publishing & Supplements

Position your brand: Grow brand awareness with a supplement – an extra issue of a peer-reviewed Wiley journal – or a corporate publishing project like customer or company magazines or corporate books. Rely on our editorial expertise and independence as well as our experienced layout team.
ePDF Advertisement

Deliver your marketing message with an exclusive advertisement on a cover page added to each article downloaded from the Journal of Microscopy which is published on behalf of the Royal Microscopy Society with currently 1495 members.

Benefits

• Premium exclusive position on highly visited article pages
• Success is easily measured by ePDF title views, ad clicks and click thru rates
• The position captures audience engagement quickly and effectively

Target group

Scientists and technologists that use any form of microscopy.
Webinars
In Dialogue with your Target Group

Enter into dialogue with your target group, generate leads and use the diverse possibilities for interaction with your clients (e.g. via the Chat function). Whether in real time or on demand you are offering your clients or co-workers valuable educational content and information independent of place, time or travel budget.

You can fully rely on our experts to assist you in the implementation. Experienced project managers look after all the technical and organizational details. The editorial department will advise and support you in questions about content and concept and a communications plan for the promotion of the webinar is, of course, also part of our concept.

**Microsites**

Microsites enable you to focus on a specific topic, thereby addressing potential customers specifically. This makes them an ideal tool for breaking into new markets, strengthening your image as an opinion leader and expert or establishing yourself in a new field and creating demand for your products. Whatever the goal of your communication might be, the success of a Microsite depends heavily on relevant and high quality content. Use our editorial content, our journalistic competence and our media to achieve success. Profit from the image transfer, credibility and scope of our media and use our target group portals as neutral platforms and disseminators.

### Webinar “BASIC”

**Media Service**

Hosting, Project Management, Live-Streaming, Delivery of all Leads, Editorial Announcements Online Banner and Product Feature provided by the client **

**Promotion**

1 x Banner on Portal for 2 months; 1 x Product Feature in e-Newsletter; Reminder email to participants 24 hours and 1 hour before begin.

**Tariff**

10 weeks € 8,750

### Webinar “PREMIUM”

**Media Service**

Hosting, Project Management, Live-Streaming, Delivery of all Leads. Editorial Announcements Online Banner and Product Feature provided by the client **

**Promotion**

1 x Banner on Portal for 2 months; 2 x Product Feature in e-Newsletter, 1 x Wide Skyscraper Banner in e-Newsletter, Reminder email to participants 24 hours and 1 hour before begin.

**Tariff**

10 weeks € 11,250

* Discount not available  ** If desired the publishing house will create the printing material for an additional fee.

### Microsite “BASIC”

**Media Service**

Creation of the site, Hosting, Project Management, Evaluation, Online editing (as agreed), Banners and Product features provided by the client **

**Promotion**

1 x Banner on Portal for 3 months; 1 x Product Feature in e-Newsletter

**Pre Running Time**

At least 6 weeks for conception and promotion

**Running Time**

3 months 6 months 12 months

**Tariffs Microsite “BASIC”**

6 weeks € 8,750 € 15,500 € 27,750

### Microsite “PREMIUM”

**Media Service**

Creation of the site, Hosting, Project Management, Evaluation, Online editing (if desired/agreed to), Banners and Product features provided by the client **

**Promotion**

1 x Banner on Portal for 3 months; 2 x Product Feature in e-Newsletter; 1 x Full Banner e-Newsletter

1 x Banner on Portal for 6 months; 4 x Product Feature in e-Newsletter; 1 x Full Banner e-Newsletter

1 x Banner on Portal for 12 months; 6 x Product Feature in e-Newsletter; 1 x Full Banner e-Newsletter

**Pre Running Time**

At least 6 weeks for conception and promotion

**Running Time**

3 months 6 months 12 months

**Tariffs Microsite “PREMIUM”**

6 weeks € 10,750 € 19,250 € 34,250

### Microsite “Stand alone”

Multiply configurable websites based on Wordpress, incorporation of diverse media possible, search function, registration possibilities, external news feeds, incorporation of social media, optimization for mobile devices, evaluation etc.

**Pre Running Time**

3 months 6 months 12 months

**Running Time**

18 weeks on request on request on request

* Discount not available  ** If desired the publishing house will create the printing material for an additional fee.
Advanced Materials
Impact Factor: 25,809*

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General Terms and Conditions for Advertisements, Supplements, Digital and Online Advertising

1. These General Terms and Conditions shall apply to all contracts (hereinafter referred to as "orders") relating to the publication of one or several adverts of one advertiser (hereinafter: "client") in the magazines of Wiley VCH GmbH & Co. KGaA (hereinafter: "publisher") for the purpose of dissemination and relating to the placement of online advertising on the publisher’s websites. They shall also apply to orders for threesheet supplements in the magazine published by the publisher. The client acknowledges these General Terms and Conditions upon placing an order. Orders for individual advertisements and supplements in the magazines published by the publisher, the client acknowledges these General Terms and Conditions upon placing an order.

2. Ordinarily, contracts are concluded on written order forms, which state the individual terms and conditions of the contract. In individual cases, subject to a request by the client, orders are also concluded on the basis of written offers, which state the individual terms and conditions of the order. If the client orders individual supplements in the magazines published by the publisher, the client acknowledges these General Terms and Conditions upon placing an order.

3. The price basis for the presentation of advertisements is the monthly price list of the publisher. Special insert rates are only valid if stated in the contract and 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 circulation stated in the price list of the publisher. The publisher reserves the right to adjust the rates at any time. The prices are stated in Euros. The prices are subject to VAT. In the event of a delay or deferral in payment, interest and recovery costs shall be added to the amount due. In the event of payment delay, the publisher may withhold further publication under the order concerned until payment is made and demand payment for the remaining amount. The parties agree that any additional charges and expenses shall be invoiced to the client as a separate item.

4. Orders for inserts are only binding for the publisher once the insert template has been submitted and approved. Orders for inserts are binding on the publisher only if the publisher is informed that the inserts have been sent and approved in writing. The publisher reserves the right to adjust the rates at any time. The prices are subject to VAT. In the event of a delay or deferral in payment, interest and recovery costs shall be added to the amount due. In the event of payment delay, the publisher may withhold further publication under the order concerned until payment is made and demand payment for the remaining amount. The parties agree that any additional charges and expenses shall be invoiced to the client as a separate item.

5. Client’s claims for damages shall be excluded unless provided for otherwise herein. This exclusion of liability also applies in favour of the publisher’s legal representatives and sacred clients in the event that the client asserts claims against the publisher.

6. Claims for damages on account of health, injury or other personal injuries as well as claims for damages caused by a violation of essential contractual obligations shall be exempt from the liability exclusion in paragraph 1. Essential contractual obligations mean obligations, the fulfillment of which is necessary in order to achieve the objective of the contract, liability for damages caused by intentional or gross negligent breaches of obligations on the part of the publisher, its legal representatives or sacred clients shall also be exempt from the liability exclusion.

7. These General Terms and Conditions shall not be deemed to be a transfer of the rights of usage necessary for publication of the advertising material.

8. The client acknowledges that he is entitled to set the hyperlink connected to the online advertising. The client furthermore affirms that he will abide by the applicable data privacy legislation – in particular of the Federal and the Telecommunications Data Protection Act – and also impose such a responsibility on his employees. The client shall use special techniques such as cookies or tracking tools to obtain or collect data from the content or content of the online offering of the publisher, the client also affirms that they will only be used for the purposes of the German Telemedia Act (TMG) and/or of the Interlaken Broadcasting Treaty (PRIVAC) as well as the Federal Data Protection Act (BDSG) in the collection, processing and use of personal data.

9. 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 is to be paid within the specified period in the price list, from the date of receipt of invoice, unless a different payment period has been agreed in individual cases.

10. In the event of a delay or deferral in payment, interest and recovery costs shall be added to the amount due. In the event of payment delay, the publisher may withhold further publication under the order concerned until payment is made and demand payment for the remaining amount. The parties agree that any additional charges and expenses shall be invoiced to the client as a separate item.

11. The invoice is only deemed as a delivery eligible for a price reduction if it amounts to:
   - 25% for circulation of up to 50,000 copies.
   - 15% for circulation of up to 100,000 copies.
   - 10% for circulation of up to 200,000 copies.
   - 5% for circulation of up to 500,000 copies.
   - 2% for circulation of more than 500,000 copies.

12. The client reserves the right to reject an order for premature delivery of Ready-to-Print material or Supplements or for premature delivery of materials required for online advertising. In the case of digital-ready to print material the client undertakes to deliver proper artwork, comply with the format and the technical specification of the publisher, punctually for the print material deadline. The publisher shall require replacement for recognizably incorrect or damaged printing material without delay. The publisher guarantees printing quality customary to that of the concerned publication within the scope of the possibilities of the printing material. Before a digital transmission of artwork, the client is responsible for ensuring by means of suitable technical measures that the transmitted file will free of any computer viruses. Should the publisher discover computer viruses in the file transmitted by email, said file will be deleted immediately without the possibility of the client making any related claims.

13. If the client agrees to accept the order for premature delivery of Ready-to-Print material or Supplements or for premature delivery of materials required for online advertising, the publisher reserves the right to adjust the rates at any time. The prices are subject to VAT. In the event of a delay or deferral in payment, interest and recovery costs shall be added to the amount due. In the event of payment delay, the publisher may withhold further publication under the order concerned until payment is made and demand payment for the remaining amount. The parties agree that any additional charges and expenses shall be invoiced to the client as a separate item.

14. The client’s claims for damages shall be excluded unless provided for otherwise herein. This exclusion of liability also applies in favour of the publisher’s legal representatives and sacred clients in the event that the client asserts claims against the publisher.

15. Claims for damages on account of health, injury or other personal injuries as well as claims for damages caused by a violation of essential contractual obligations shall be exempt from the liability exclusion in paragraph 1. Essential contractual obligations mean obligations, the fulfillment of which is necessary in order to achieve the objective of the contract, liability for damages caused by intentional or gross negligent breaches of obligations on the part of the publisher, its legal representatives or sacred clients shall also be exempt from the liability exclusion.

16. The provisions of the German Product Liability Act (Produkthaftungsgesetz) shall not be affected by the above.

17. Sample pre-prints will only be provided where specifically requested. The client shall be responsible for the correctness of the returned sample pre-prints. The publisher shall not be liable for any loss, or at any rate only a lower loss.

18. The client acknowledges that it is the unilateral owner of all rights to use the advertising material necessary for publication and distribution. The client hereby indemnifies the publisher from all claims by third parties, and grants the publisher the rights of usage necessary for publication of the advertising material.

19. The client acknowledges that he is entitled to set the hyperlink connected to the online advertising. The client furthermore affirms that he will abide by the applicable data privacy legislation – in particular of the Federal and the Telecommunications Data Protection Act – and also impose such a responsibility on his employees. The client shall use special techniques such as cookies or tracking tools to obtain or collect data from the content or content of the online offering of the publisher, the client also affirms that they will only be used for the purposes of the German Telemedia Act (TMG) and/or of the Interlaken Broadcasting Treaty (PRIVAC) as well as the Federal Data Protection Act (BDSG) in the collection, processing and use of personal data.

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