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

DESCRIPTION

>>Good Reading, even today, is the Key to Knowledge<<
Imaging & Microscopy stands for editorial quality and credibility. Reviews as well as scientific and technical reports are carefully selected and edited, so that readers only receive the information which they need and customers receive the attention that they deserve. The articles focus on applications relating to Light Microscopy, Electron and Ion Microscopy, Image Processing and Analysis, Scanning Probe Microscopy and X-Ray Analysis.

>>Captivating Content<<
Imaging & Microscopy is the journal for users and key decision-makers in industrial and academic research looking for first-hand information in all areas of microscopy and imaging. Our readers are in the position to recommend or influence the purchase of products and services within their organization. Whether your goal is to Build Brands, Increase Traffic or Generate Leads, Imaging & Microscopy can support you individually with whatever you need.

>>Leaders Read Leading Reading Material<<
We are established media partner of the: European Microscopy Society (EMS), European Light Microscopy Initiative (ELMI), Royal Microscopical Society (RMS), EMBL International Centre for Advanced Training (EICAT) and Focus on Microscopy (FOM)

Overview
Publication frequency 4 issues per year
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Fax +49 (0) 6201 606 793
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E-Mail contact@imaging-git.com
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EMEA, Sciences Dr. Stefanie Krauth
Ad Sales, EMEA Kerstin Kunkel
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Subscription for students 1439-4243
ISSN 4 issues
Content Analysis 2017/2018 DIN A4
Format of the magazine 208 pages = 100 %
Total Pages 166 pages = 79 %
Editorial 42 pages = 21 %
Advertising

Magazine Overview Distribution Dates & Contents Prices & Formats Technical Data Online General terms of Business Contact
IMAGING & MICROSCOPY GEOPHICAL 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 909 copies (Average distribution of issue 4/17-3/18).

Analysis is based on distribution until August 2018.

CIRCULATION & AUDIENCE 2018

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

<table>
<thead>
<tr>
<th>Sector</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Optics</td>
<td>6%</td>
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<tr>
<td>Chemical Industry</td>
<td>10%</td>
</tr>
<tr>
<td>Pharmaceutical Industry</td>
<td>12%</td>
</tr>
<tr>
<td>Energy- / Agro- / Environmental Industry</td>
<td>2%</td>
</tr>
<tr>
<td>University and Research Institute</td>
<td>40%</td>
</tr>
<tr>
<td>Measurement and Automation Technology</td>
<td>7%</td>
</tr>
<tr>
<td>Biotechnology Industry</td>
<td>11%</td>
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<tr>
<td>Semiconductor and Electronic Industry</td>
<td>4%</td>
</tr>
<tr>
<td>Working Materials and Metals</td>
<td>6%</td>
</tr>
<tr>
<td>Other</td>
<td>2%</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Role</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Sales/Product Manager</td>
<td>9%</td>
</tr>
<tr>
<td>University Professor/Lecturer</td>
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</tr>
<tr>
<td>CEO/Managing Director</td>
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</tr>
<tr>
<td>Scientist/Post-Doc/Graduate</td>
<td>23%</td>
</tr>
<tr>
<td>PhD Student</td>
<td>8%</td>
</tr>
<tr>
<td>Engineer/Technician</td>
<td>21%</td>
</tr>
<tr>
<td>Other</td>
<td>4%</td>
</tr>
</tbody>
</table>
I&M SHOWCASE

Dr. Timo Zimmermann, CRG-Centre for Genomic Regulation, Barcelona, Spain
Dr. Markus Dürenberger, University of Basel, Switzerland
Prof. Bert Hecht, University of Würzburg, Germany
Prof. Norbert Kruse, Washington State University, WA, USA
Prof. Giovanni Valdré, University of Bologna, Italy

FAIRS AND EXHIBITIONS

Focus On Microscopy
London, UK
14.–17.04.2019

Labvolution
Hanover, Germany
21.–23.05.2019

European Light Microscopy Initiative Meeting
Bris, Czech Republic
04.–07.06.2019

SCANDEM
Gothenburg, Sweden
11.–14.06.2019

Microscience Microscopy Congress
Manchester, UK
01.–04.07.2019

Microscopy & Microanalysis
Portland, OR, USA
04.–08.08.2019

Microscopy Conference MC2019
Berlin, Germany
01.–05.09.2019

14th Multinational Congress on Microscopy
Bolzano, South Tyrol
15.–20.09.2019

Seeing is Believing
Heddelfingen, Germany
09.–12.10.2019

Neubias Conference
February 2020

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
- Microscope Accessories
- Microscope Consumables

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.

ISSUES

<table>
<thead>
<tr>
<th>1 / March</th>
<th>2 / June</th>
<th>3 / September</th>
<th>4 / November</th>
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<tbody>
<tr>
<td>Publishing Date</td>
<td>25.03.2019</td>
<td>21.06.2019</td>
<td>25.09.2019</td>
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<td>06.03.2019</td>
<td>29.05.2019</td>
<td>04.09.2019</td>
</tr>
<tr>
<td>Editorial Deadline</td>
<td>01.02.2019</td>
<td>26.04.2019</td>
<td>06.08.2019</td>
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TOPICS

To provide our readership with up-to-date Information on Products and Services, Technology and Applications, each issue of Imaging & Microscopy focuses on:

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

I&M Showcase calls upon suggestions and criticism that will make a good journal even better.
Advanced Materials
Impact Factor: 21,950*

As one of the most influential journals in the field, Advanced Materials has been bringing you the latest progress in materials science for more than 30 years.

Truly interdisciplinary, Advanced Materials covers outstanding results from materials science, chemistry, physics, biosciences, engineering and increasingly medical research and electronics. Read carefully selected, top-quality Reviews, Progress Reports, Communications and Research News every week in Advanced Materials.

www.advmat.de

*2018 Release of Journal Citation Reports®, Source: Thomson Reuters 2017 Citation Data

**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).

**European Light 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 is the continuation of a yearly conference series presenting the latest innovations in optical microscopy and their application in biology, medicine and the material sciences.

**Royal Microscopical Society (RMS)**

This international microscopical society serves the needs of its company members who represent all the major manufacturers and suppliers of microscopes, equipment and services. It is dedicated to advancing science, developing careers and supporting wider understanding of science and microscopy. Its council of trustees and members drive the direction of the society and form its long-term strategy. The society publishes the Journal of Microscopy and a series of microscopy books.

**EMBL International Centre for Advanced Training (EICAT)**

The EMBL International Centre for Advanced Training fosters information exchange between the respective EMBL training branches. Among these are the International PhD Programme, the Postdoctoral Programme and the Collaborative Training Programme. It also includes the highly successful Courses and Conferences Programme and collaborates with the Science and Society Programme. EICAT thus pursues a dual mission: to provide first-rate training for the scientists who work at EMBL, and to serve as a European hub of advanced training for those who primarily work elsewhere.
## Prices & Formats

### Advertisements

<table>
<thead>
<tr>
<th>Format</th>
<th>Price € (B/W)</th>
<th>Price € (4C)</th>
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<tbody>
<tr>
<td>1/1 Page</td>
<td>4,740</td>
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<td>1/2 Page portrait</td>
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<tr>
<td>1/2 Page landscape</td>
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<td>Junior Page</td>
<td>2,630</td>
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<tr>
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<td>1,600</td>
<td>2,340</td>
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<td>1/4 Page classic</td>
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<tr>
<td>1/8 Page landscape</td>
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### Preferred Positions

- Title Page + Story
  - 213 width x 303 height
  - Price: 7,750 €

- Inside front/back page, Back page
  - 185 width x 260 height
  - Price: 5,880 €

- 1st right hand page in text
  - 185 width x 260 height
  - Price: 5,880 €

- Belly Band
  - 450 width x max. 100 height
  - Price: 5,610 €

### Additional Costs

- Per colour: €500
- Special colour: €615
- 4-colour supplement: €1,480

### Discounts

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

### Binding Charges

- 10% discount

### Other Information

- Reprint and PDF
  - 2 Pages 4c, 135 g/m²: glossy art print
  - 4 Pages 4c, 135 g/m²: glossy art print
  - Print run 1,000 copies: €1,000
  - Print run 2,000 copies: €2,000
  - VAT, postage and packaging: additional

- 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 2018 and supersedes all previous price lists.
## Formats

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<td>185 x 260 mm</td>
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<tr>
<td></td>
<td>210 x 297 mm</td>
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<tr>
<td></td>
<td>+ 3 mm Overlap on all sides</td>
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<tr>
<td></td>
<td>216 x 303 mm</td>
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<tr>
<td>1/2</td>
<td>90 x 260 mm (portrait)</td>
</tr>
<tr>
<td></td>
<td>102 x 297 mm (landscape)</td>
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<tr>
<td></td>
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<tr>
<td></td>
<td>105 x 148 mm</td>
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<tr>
<td>Junior-page</td>
<td>137 x 190 mm</td>
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<td>1/4</td>
<td>43 x 260 mm (portrait)</td>
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<tr>
<td></td>
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<td></td>
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<tr>
<td></td>
<td>90 x 128 mm (classic)</td>
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<td>102 x 147 mm (landscape)</td>
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<td></td>
<td>+ 3 mm Overlap</td>
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<td>1/8</td>
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<tr>
<td></td>
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<tr>
<td></td>
<td>+ 3 mm Overlap</td>
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<tr>
<td></td>
<td>90 x 63 mm (classic)</td>
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<tr>
<td></td>
<td>102 x 82 mm (landscape)</td>
</tr>
<tr>
<td></td>
<td>+ 3 mm Overlap</td>
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</tbody>
</table>

## 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
  - Euro scale
  - 70 ruling
  - Print profile: ISO Coated_v2_300 (39L)

- **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转让/.
  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 RGB 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
- by FTP at ftp.gitverlag.com/incoming
- by CD Rom

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
imaging-git.com provides the user with the latest information needed in academic or industrial laboratories. Close links between the editorial articles in the print issue with the content on imaging-git.com makes the website an indispensable information platform.

**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.

<table>
<thead>
<tr>
<th>Ad Format</th>
<th>Size</th>
<th>Price</th>
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<tbody>
<tr>
<td>Leaderboard</td>
<td>728 x 90 Pixel</td>
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<tr>
<td>Full Banner</td>
<td>468 x 60 Pixel</td>
<td>€ 850</td>
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<tr>
<td>Wide skyscraper</td>
<td>160 x 600 Pixel</td>
<td>€ 1,250</td>
</tr>
<tr>
<td>Skyscraper</td>
<td>120 x 600 Pixel</td>
<td>€ 1,170</td>
</tr>
<tr>
<td>Rectangle</td>
<td>180 x 150 Pixel</td>
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<tr>
<td>Medium Rectangle</td>
<td>300 x 250 Pixel</td>
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</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. Reach your target group 24/7/365.

<table>
<thead>
<tr>
<th>Top Teaser Story</th>
<th>Price</th>
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</thead>
<tbody>
<tr>
<td>510 x 286 Pixel</td>
<td>€ 1,500</td>
</tr>
</tbody>
</table>

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>Ad Format</th>
<th>Size</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wide skyscraper</td>
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</tr>
<tr>
<td>Skyscraper</td>
<td>120 x 600 Pixel</td>
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<tr>
<td>Full Banner</td>
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<td>€ 800</td>
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<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. 40 KB
- Data formats: GIF, JPG, any kind of Redirect/Tag
- Target-website: please tell us the exact URL where your banner should be linked to.

**Feature:**
- 1 picture square shape, 1 picture rectangular shape, up to 4,000 char. text
- Pictures: JPG, PNG, TIF

**Webcasts:**
- Data format: any video format is possible
- Size of data: max. 40 MB

**Exclusive access to your customers**

**Single Sponsored Newsletter**
- € 4,500
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.
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.

**Microsites Focusing on your Topic**

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.

**Webinars In Dialogue with your Target Group**

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.

### 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

1 x Banner on Portal for 6 months; 2 x Product Feature in e-Newsletter

1 x Banner on Portal for 12 months; 3 x Product Feature in e-Newsletter

**Tariffs Microsite “BASIC”**

<table>
<thead>
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<th>Pre Running Time</th>
<th>Running Time</th>
<th>Running Time</th>
<th>Running Time</th>
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</thead>
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<td>At least 6 weeks for conception and promotion</td>
<td>3 months</td>
<td>6 months</td>
<td>12 months</td>
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<tr>
<td>6 weeks</td>
<td>€ 8,750</td>
<td>€ 15,500</td>
<td>€ 27,750</td>
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</table>

### 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

**Tariffs Microsite “PREMIUM”**

<table>
<thead>
<tr>
<th>Pre Running Time</th>
<th>Running Time</th>
<th>Running Time</th>
<th>Running Time</th>
</tr>
</thead>
<tbody>
<tr>
<td>At least 6 weeks for conception and promotion</td>
<td>3 months</td>
<td>6 months including 1 exchange of editorial content</td>
<td>12 months including 2 exchanges of editorial content</td>
</tr>
<tr>
<td>6 weeks</td>
<td>€ 10,750</td>
<td>€ 19,250</td>
<td>€ 34,250</td>
</tr>
</tbody>
</table>

### 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.

<table>
<thead>
<tr>
<th>Pre Running Time</th>
<th>Running Time</th>
<th>Running Time</th>
<th>Running Time</th>
</tr>
</thead>
<tbody>
<tr>
<td>3 months</td>
<td>6 months</td>
<td>12 months</td>
<td></td>
</tr>
<tr>
<td>18 weeks</td>
<td>on request</td>
<td>on request</td>
<td>on request</td>
</tr>
</tbody>
</table>

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

### 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 Webinar “BASIC”**

<table>
<thead>
<tr>
<th>Conception, Promotion</th>
<th>Tariff</th>
</tr>
</thead>
<tbody>
<tr>
<td>10 weeks</td>
<td>€ 8,750</td>
</tr>
</tbody>
</table>

### 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 Webinar “PREMIUM”**

<table>
<thead>
<tr>
<th>Conception, Promotion</th>
<th>Tariff</th>
</tr>
</thead>
<tbody>
<tr>
<td>10 weeks</td>
<td>€ 11,250</td>
</tr>
</tbody>
</table>

* Discount not available  ** If desired the publishing house will create the printing material for an additional fee.
PRO-4-PRO.com – PRODUCTS FOR PROFESSIONALS – is the unique product database for vertical B2B markets.

PRO-4-PRO is an essential part of Wiley’s cross media publishing concept. The combination of publishing product news in our B2B magazines, portals and PRO-4-PRO multiplies the marketing success for your company.

---

**Basic entry free of charge**

**Detailed company and product description**

**Individual optimization for search engines** (e.g. SEO for Google)

**Sector specific newsletter service**

**Target-group specific banner placements**

---

<table>
<thead>
<tr>
<th>BANNER IN A PRODUCT SEGMENT</th>
<th>PRICE PER MONTH €</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rectangle Banner 180 x 150 Pixel</td>
<td>725</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>6 MONTHS / PRICE €</th>
<th>12 MONTHS / PRICE €</th>
</tr>
</thead>
<tbody>
<tr>
<td>Basic entry free of charge</td>
<td></td>
</tr>
<tr>
<td>Product entry 310</td>
<td>550</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>PACKAGE DEALS</th>
<th>RUNTIME</th>
<th>12 MONTHS / PRICE €</th>
</tr>
</thead>
<tbody>
<tr>
<td>Basic Package</td>
<td>– 4 Product entries (12 Months)</td>
<td>1,700</td>
</tr>
<tr>
<td>Basic Plus Package</td>
<td>– 8 Product entries (12 Months)</td>
<td>3,140</td>
</tr>
<tr>
<td>Flat rate</td>
<td>– 15 Product entries (12 Months)</td>
<td>5,080</td>
</tr>
</tbody>
</table>

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**PRO-4-PRO.com**

**ONE SITE FITS ALL**

**WWW.PRO-4-PRO.COM**

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**Clear structure**

**Modern Design**

**Optimized for mobile devices**
Digital Guides! Essential Knowledge Briefings (EKB)

Wiley’s Essential Knowledge Briefings (EKB) offer a concise overview (5,000 words in length) of trending topics or technologies within highly specialized fields.

Reviewed and updated annually, EKBs are an essential resource for professionals in both academia and industry looking to update their understanding of key developments within each specialty.

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General Terms and Conditions, Advertisements, Supplements, Price lists, Digital and Online Advertising

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Your logo on the publication, on the EKB website and on all advertising material. Backlink to your website.

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Banner advertising for 2 months on relevant B2B portals or on the Wiley Online Library, banner or product feature in a relevant newsletter and news feature on the landing page.

Multimedia features, print-run, and additional marketing resources, available on request

€ 15,640

1. These General Terms and Conditions shall apply to all contracts (hereinafter referred to as “orders”) relating to the publication of one or several advertisements of any advertisement (hereinafter: “client”) in the magazines of Wiley-VCH GmbH & Co. KGaA (hereinafter: “publishers”) for the purpose of dissemination and advertising. The advertising materials on the publisher’s websites. They shall also apply to orders for third-party supplements in the magazines published by the publishers. The publisher acknowledges these General Terms and Conditions upon placing an order.

2. Unless otherwise specified, the conditions of dissemination of the advertising materials will not be recognized as an integral part of the contract, unless the publisher expressly agrees to them.

3. The publisher reserves the right to extend the deadline to place more than one advert. The discussion clauses in the advert price list are only granted for advertisers’ adverts which appear in a printed product within one year. The deadline begins on the date of appearance of the first advert, unless a different start date has been agreed in writing upon signing of the contract. The cost of discount is based on volume. If, within one year, fewer adverts are taken than originally agreed, the publisher shall be entitled to a recalculated discount, based on the difference between the actual and guaranteed number taken.

4. A contractual wording, the client shall be entitled to refuse further adverts in addition to the volume stated in the order within the agreed timeframe or that stated in class 3.

5. Orders cancellations must be issued in writing. The cancellation charge imposed in the case of cancellations on the deadline day for the placement of the advertisement (or thereof) in the total order value. In each specific instance, however, the client expressly grants the right to provide proof that the customer suffered loss, or is only at fault as a minor loss.

6. Orders for adverts and other marketing materials to be published specifically and exclusively in specific issues, specific publications or in specific places in the publication must be made by the publisher in sufficient time – i.e. no later than on the date specified in the order confirmation – for the client to be able to inform the advertising deadline for whether or not the order can be executed in the required manner.

7. Adverts and online advertising not directly recognizable as adverts because of their editorial layer will be clearly marked with the word “Advert” by the publisher.

8. The publisher reserves the right to insert additional adverts – including individual adverts under a branded contract – or orders for inserts, on grounds of content, origin or technical format, under its own standard and factually justified principles if the content of such contracts contain legal or regulatory stipulations or if terminations are unsuitable for the publisher. This applies to orders submitted to branch offices, servicing agencies or representatives. Orders for inserts are only binding for the publisher on the insert template has been submitted and approved. Inserts which, due to the format or appearance, may appear to the reader to be part of the newspaper or magazine, or which contain third-party adverts, shall not be accepted. Rejection of an order shall be communicated to the client without delay. In such cases, the publisher reserves the right to request repayment of any discounts granted.

9. The client is responsible for the actual delivery of proper ready-to-print material or supplements or for partial delivery of material required for online advertising. In the case of digital-ready-to-print material, the client undertakes to deliver proper artwork, complying in particular with the format or the technical specifications of the publisher, particularly for the print material deadline. The publisher shall request replacement for incorrectly received or damaged printing material without delay. The publisher guarantees print quality customary to that of the concerned 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 means that the transmitted files are free of any computer viruses. Should the publisher discover computer viruses or files transmitted by e-mail, said the client is liable to immediately without the possibility of the client making any claims.

10. Distortions unusable or damaged ready-to-print material and/or advertising material to be replaced by the client immediately when requested to do so in order to provide ready-to-print material for the production order or in order to perform ongoing advertising material as well as of substantial alterations to original agreed versions that are requested by the client and for which the latter is responsible due to the technical quality of the ready-to-print material. Should any defects to the ready-to-print material and/or advertising material not be immediately discoverable during the review process, but only become discoverable in the printing operation and upon insertion, the client is not entitled to invoke any complaints and/or poor performance.

11. Print documents will only be sent to the client if specifically requested. The client may reject printing materials within three months after receipt of contract.

12. The client shall be entitled to redesign or payment or a corrected replacement advert in case of faulty or partly legible, incorrect or incomplete printing of adverts, but only to the extent that the purpose of the advert is achieved. This shall be excluded if the defect results from incorrect ready-to-print material (see clause 10). Should the publisher allow the timeframe to trim to slope or should the replacement advert still be incorrect, the client shall be entitled to a reduction in payment or cancellation of the contract. Complaints – except if adverts are obvious – must be asserted within four weeks and receive proof of invoice and proof.

13. The client shall be entitled to demand the payment or correction of an advert in case of faulty or partly legible, incorrect or incomplete printing of adverts, but only to the extent that the purpose of the advert is achieved. This shall be excluded if the defect results from incorrect ready-to-print material (see clause 10).

14. (1) If the client’s claims for damages shall be excluded unless, provided for otherwise hereinafter. This exclusion of liability shall also apply in favor of the publisher’s legal representatives and vicarious agents in the event that the client asserts claims against them.

(2) Claims for damages on account of death, injury or adverse health effects 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 shall meet the following legal conditions: Liability for damages caused by intentional or grossly negligent misconduct, defects in the advertising material (e.g. brand violations) or breach of obligations on the part of the publisher, his legal representatives or vicarious agents shall also be exempt from the liability exclusion.

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

15. Sample print-outs shall be provided where specifically requested.

16. The client shall be responsible for the correctness of the received samples. The publisher shall not assume all error corrections made before its final approval of the sample and send the sample. The client shall fail to return in the specified period a sample sent by the publisher and the order shall be deemed to have been rejected.

17. Unless any specific sizing requirements have been given, the amount to be charged shall be calculated based on the print size that is normal for the type of advertising.

18. The client assures that he is the unconditional owner of all rights of use to the advertising material necessary for publication and distribution. In this respect he undertakes 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 shall assure that he is the one entitled to use the hyperlink connected to the online advertising. The client furthermore assures that it shall abide by the applicable data privacy legislation – in particular of the Federal Data Protection Act and also impose such a responsibility on their employees. Should the client use special techniques such as cookies or tracking tools to obtain or collect data from the insertions advertising material in the online offering of the publisher, the client also affirms that they shall abide by the provisions of the German Telemedia Act (TMG) and/or of the Interactive Broadcasting (IVR) Act as well as of the Federal Data Protection Act (BDSG) and the collection, processing and use of personal data.

20. 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 invoices must be paid within the period given in the price list, starting from the date of receipt of invoice, unless a different payment period has been agreed in individual cases.

21. In the event of a delay or default in payment, interest and recovery costs shall be added to the amount due. In case of payment delays, the publisher may withdraw further publication under the contract concerned until payment is made and demand advance payments for the remaining adverts, where there is established doubt about the client’s ability to pay, the publisher shall be entitled, during the duration of an advertising contract, to make the publication of further adverts dependent on the payment of the remaining due and the settlement of outstanding invoices, regardles of the payment terms originally agreed.

22. If the publisher fails to fulfill its obligations to the client, the client is entitled to withdraw from the advertising contract and to demand the fulfillment of the advertising contract in its entirety. The client is entitled to withdraw from the advertising contract if the publisher’s obligations to the client are not fulfilled by the publisher in 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 means that the transmitted files are free of any computer viruses. Should the publisher discover computer viruses or files transmitted by e-mail, said the client is liable to immediately without the possibility of the client making any claims.

23. The client shall be entitled to demand the payment or a corrected replacement advert in case of faulty or partly legible, incorrect or incomplete printing of adverts, but only to the extent that the purpose of the advert is achieved. This shall be excluded if the defect results from incorrect ready-to-print material (see clause 10). Should the publisher allow the timeframe to trim to slope or should the replacement advert still be incorrect, the client shall be entitled to a reduction in payment or cancellation of the contract. Complaints – except if adverts are obvious – must be asserted within four weeks and receive proof of invoice and proof.

24. The place of performance and exclusive place of jurisdiction for all disputes shall – in the case of agreement by law – be the publisher’s head-quarter, at present Birmingham, Germany.

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