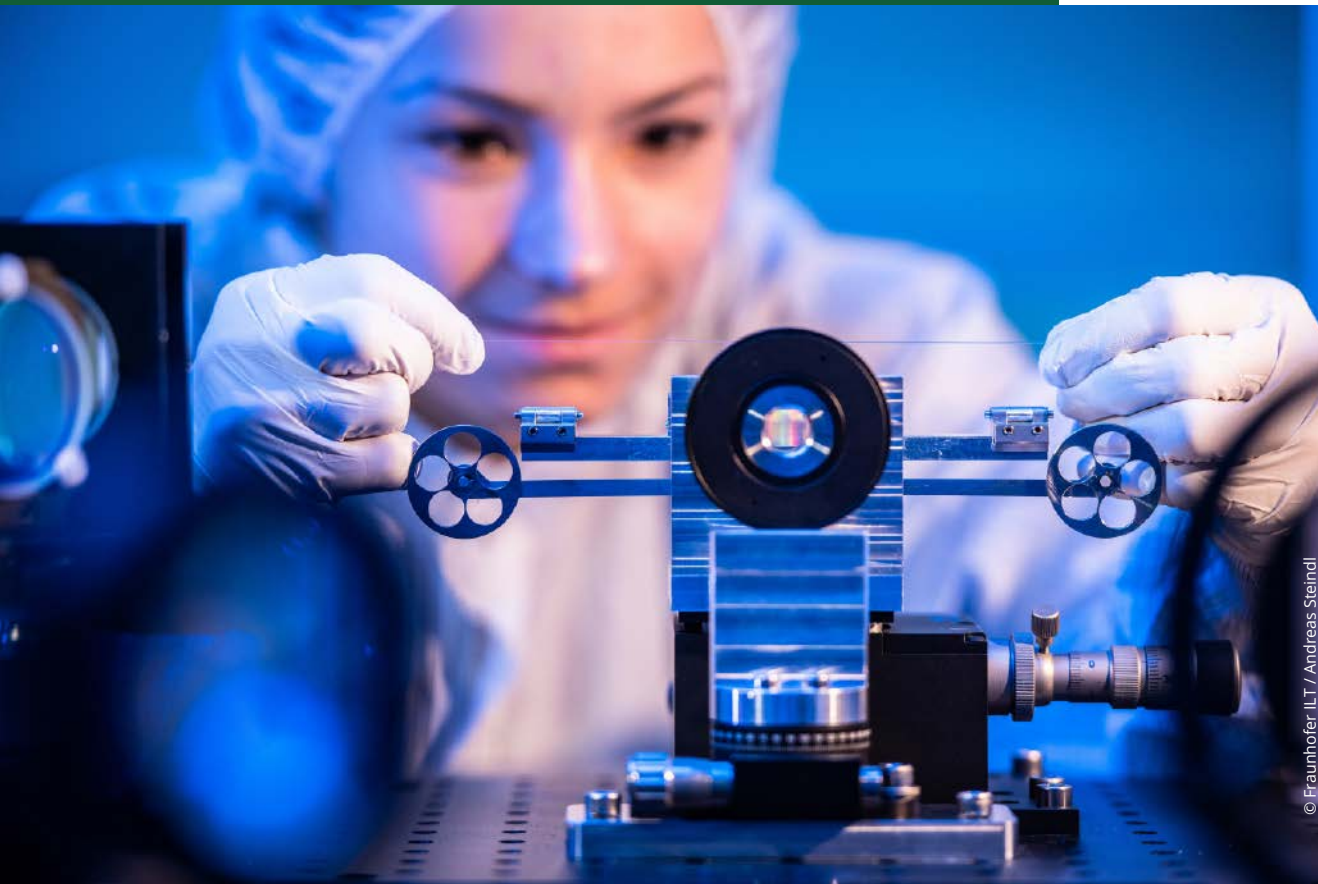


# WILEY



## 2025 Media Guide

# PhotonicsViews

Compelling solutions through strategic partnerships

[www.wileyindustrynews.com/en](http://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
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# 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
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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)

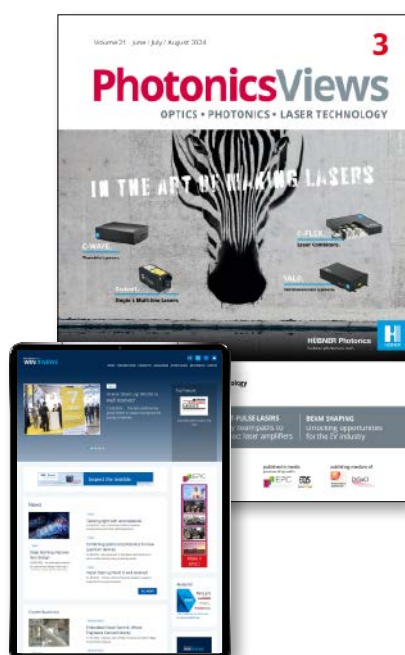
3 Advertisements	5 %
6 Advertisements	10 %
9 Advertisements	15 %
12 Advertisements	20 %

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

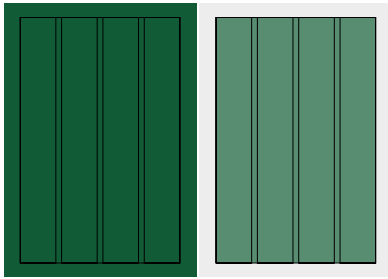
VAT-Id.No.: DE136766623

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.

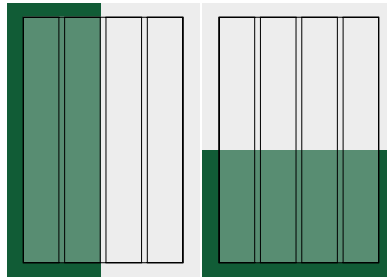
# Formats



**1/1** Page  
Type Area/Bleed Size

**Type Area:**  
185 x 260 mm

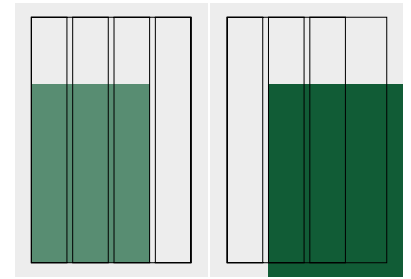
**Bleed Size:**  
210 x 297 mm



**1/2** Page  
Type Area/Bleed Size

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

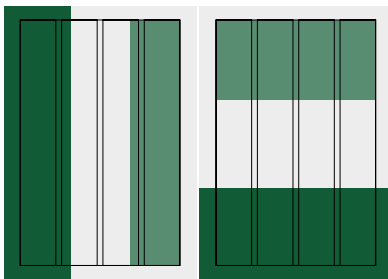
**Bleed Size:**  
portrait: 102 x 297 mm  
landscape: 210 x 147 mm



**Juniorpage**

**Type Area:**  
137 x 190 mm

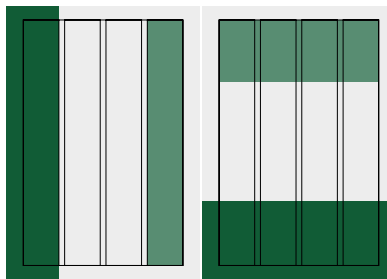
**Bleed Size:**  
147 x 209 mm



**1/3** Page  
Type Area/Bleed Size

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

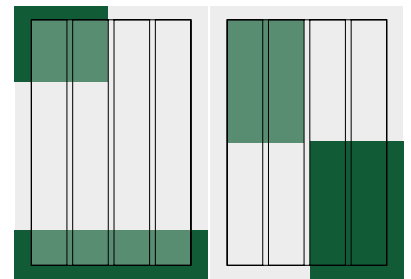
**Bleed Size:**  
portrait: 70 x 297 mm  
landscape: 210 x 104 mm



**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

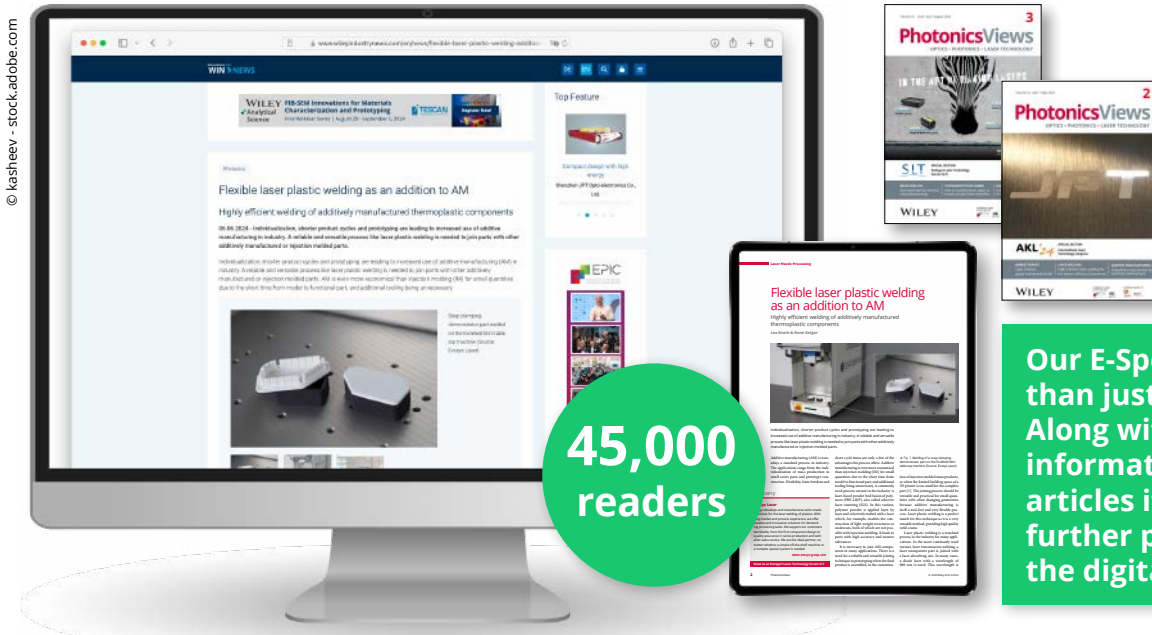
**Type Area:**  
classic: 90 x 128 mm

**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.



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!

## 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](http://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
<b>SPIE Photonics West</b>	Jan. 13, 2025	Jan. 20, 2025	Jan. 22, 2025
<b>Photonics for automotive applications</b> with special section for LaserEMobility Workshop	Feb. 14, 2025	March 13, 2025	April 01, 2025
<b>Beam Shaping</b>	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)	3,600
1/1 page (1,600 x 1,200 pixels)	2,600
1/2 page (1,600 x 600 or 800 x 1,200 pixels)	1,800
1/2 page (1,600 x 600 or 800 x 1,200 pixels) next to Editorial	2,600

Reach	
LinkedIn	3,094
X (Twitter)	1,881
Newsletter WileyIndustryNews.com & pro-physik.de	40,581
<b>Recipients in total</b>	<b>45,556</b>

\* Total of all contacts of the PhotonicsViews, inspect and messtec drives Automation As per July 30, 2024

# 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](http://www.pro-physik.de).**

### Example for premium entry



Optics Balzers AG  
 Balzers, Liechtenstein  
 Phone +423 388 9200  
[www.opticsbalzers.com](http://www.opticsbalzers.com)

### Example for basic entry

POLYTEC GmbH  
 76337 Waldbronn  
[www.polytec.de](http://www.polytec.de)  
[info@polytec.de](mailto: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
<b>Basic Entry</b>	
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

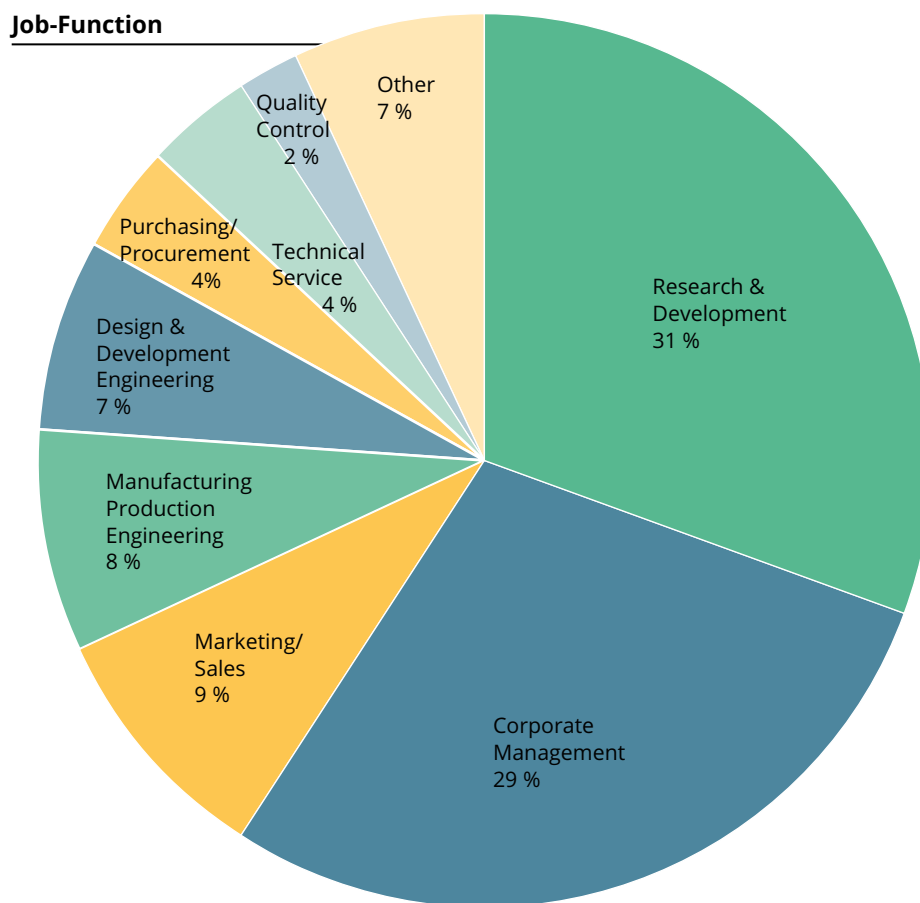


WILEY-VCH GmbH  
Silvia Edam  
Boschstraße 12  
69469 Weinheim, Germany  
Tel.: +49 (0) 6201 606-570

# 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
<b>Summe</b>	<b>100</b>





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
<b>Total</b>	<b>100</b>





# 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				
<b>Trade shows</b>	 SPIE Photonics West San Francisco, CA, USA January 25-30	<b>Digital Issue</b>	 LASER PHOTONICS Munich, Germany June 24-27	<b>Digital Issue</b>	 CIOE Shenzhen, China September 10-12	 COMPAMED Duesseldorf, Germany November 17-20
	<b>PHOTOPTICS</b> Porto, Portugal February 22-24		<b>SPIE Optics + Photonics</b> San Diego, CA, USA August 03-07		<b>LASER World of PHOTONICS INDIA</b> Bangalore, India September 17-19	<b>formnext</b> Frankfurt, Germany November 18-21
	<b>Asia Photonics Expo (APE)</b> Marina Bay Sands, Singapore February 26-28				<b>EMO</b> Hanover, Germany September 22-27	<b>productronica</b> Munich, Germany November 18-21
	<b>LASER World of PHOTONICS CHINA</b> Shanghai, China March 11-13				<b>W3+ Fair</b> Jena, Germany September 24-25	<b>sps smart production solutions</b> Nuremberg, Germany November 25-27
	<b>W3+ Fair</b> Wetzlar, Germany March 19-20				<b>ECOC</b> Copenhagen, Denmark September 29 - October 01	
	<b>Sensor + Test</b> Nuremberg, Germany May 06-08				<b>Quantum Effects</b> Stuttgart, Germany October 07-08	
	<b>Control</b> Stuttgart, Germany May 06-09				<b>K2025</b> Duesseldorf, Germany October 08-15	
	<b>Rapid.Tech 3D</b> Erfurt, Germany May 13-15				<b>SPIE-Photonex</b> Glasgow, UK October 20-23	
	<b>EPHJ</b> Genf, Switzerland June 03-06				<b>Schweisstec/Blechexpo</b> 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		
<b>Focus</b>	<ul style="list-style-type: none"> <li>· Spectroscopy</li> <li>· Laser sources</li> <li>· Optical components and systems</li> <li>· Biophotonics &amp; Microscopy (Fluorescence, STED, CARS, Confocal...)</li> <li>· Optoelectronics / silicon photonics / PICs</li> <li>· Optical sensors / measurement technology</li> </ul>	<ul style="list-style-type: none"> <li>· <b>Focus LaserEMobility</b></li> </ul>	<ul style="list-style-type: none"> <li>· Laser systems</li> <li>· Photonics for quantum technology</li> <li>· Ultrashort-pulse laser sources &amp; applications</li> <li>· Laser optics</li> <li>· Machine vision &amp; automation</li> </ul>	<ul style="list-style-type: none"> <li>· Beam forming</li> <li>· Beam combining</li> <li>· Beam analysis</li> </ul>	<ul style="list-style-type: none"> <li>· Laser welding or cutting</li> <li>· Laser plastics processing</li> <li>· Photonics for quantum technology</li> <li>· Fibers and fiber optics</li> <li>· Optical communication</li> </ul>	<ul style="list-style-type: none"> <li>· Additive manufacturing</li> <li>· Laser marking, engraving</li> <li>· Medical applications</li> <li>· Photonics in semiconductor manufacturing</li> <li>· Ultrashort-pulse laser sources &amp; applications</li> </ul>

Wiley Industry News

# WIN NEWS [www.WileyIndustryNews.com](http://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](http://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](http://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 + 1 x Newsletter € 2,370

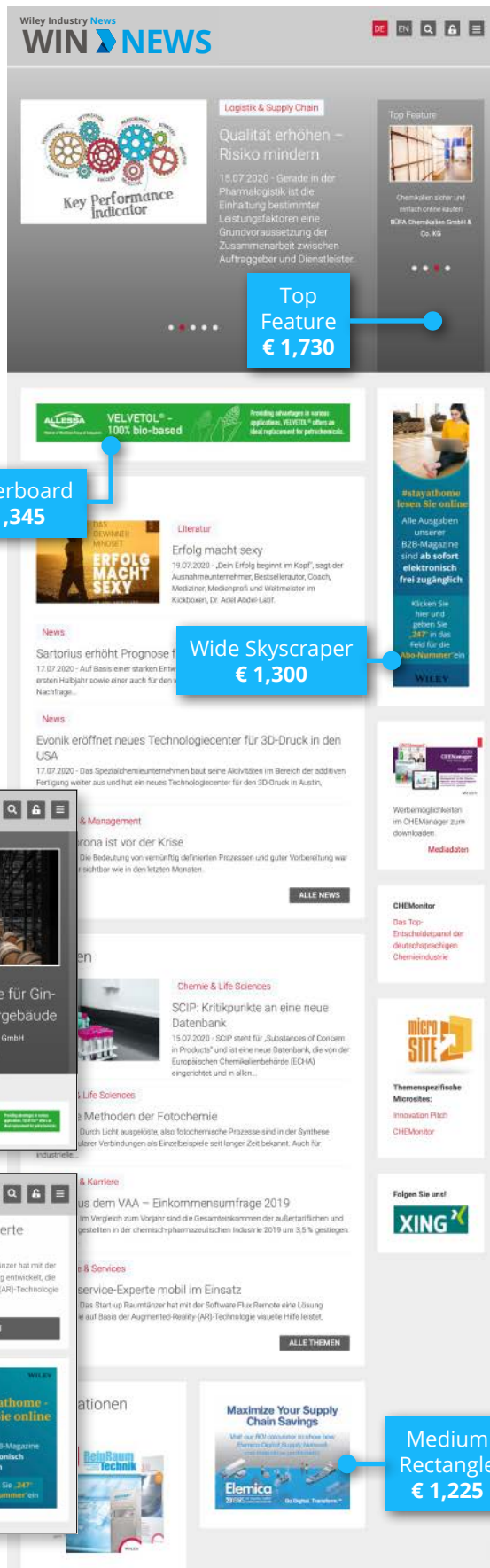
\* In a rotation scheme with three other Top Feature Stories. Text is subject to editorial criteria.

### 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](http://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
<b>Combo offer:</b> Top Feature on website + 1 x newsletter		€ 2,370
<b>Event announcement:</b> (name and date 50 characters, call-to-action 70 characters, graphic 476 x 315 pixels, external link)		€ 545
<b>Job advertisement:</b> (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](http://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

Feature  
€ 1,225

### Feature



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 €

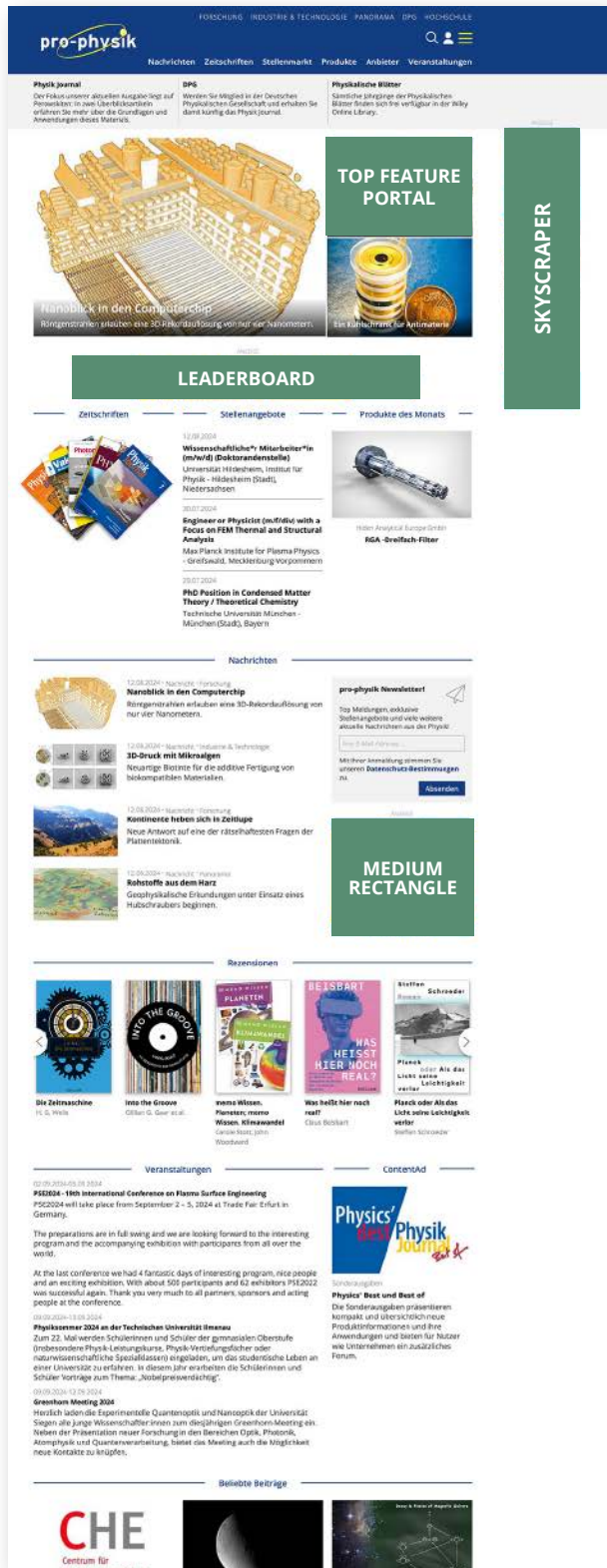
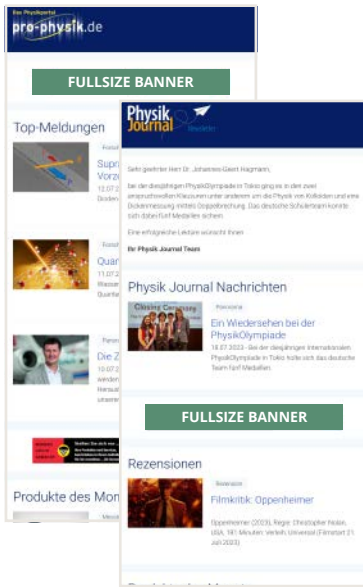
# pro-physik.de

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).

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# 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.
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- (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.

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- 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.
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- (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;

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

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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 Term will prevail, to the extent of the inconsistency.

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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.

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# Advertising and Reprint Production Terms and Conditions

## PRICING

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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

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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.
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## 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

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## **Contact:**

Publisher:  
Wiley-VCH GmbH  
Boschstrasse 12  
69469 Weinheim  
Germany

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