

WILEY



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Competent, up to date, informative – for over **30 years**

Official Media-Partners



2025 Media Guide **messtec drives** **Automation**

Convincing solutions through strategic partnerships



messtec drives Automation

messtec drives Automation (mdA) always has its finger on the pulse and offers comprehensive, cross-industry information on all aspects of automation. For over 30 years, mdA has been your sought-after trade journal for factory and process automation.

With an IVW-certified circulation of 46,000 (12,000 print + ~34,000 digital), you reach all relevant decision-makers in the market.

In addition to the established print editions, it offers the digital formats interactive, topic-specific e-specials German and English newsletters (D-A-CH region and international)

- B2B-Portal **www.wileyindustrynews.com**
(German & English)
- Podcast
- Webinars

The presence on social media also increases distribution in this area. The clear design and structured presentation contribute to the reading experience and promote the best advertising impact.

Overview

Publication Frequency

7 issues (print) +
3 E-specials +
2 special newsletter (digital)

Volume

34th year 2025

Circulation

Ø 30.000 - For circulation mix Print/e-Paper per quarter see ivw.de



Publishing Director

Steffen Ebert

Commercial Manager

Jörg Wüllner

Product Manager/

Editor-in-chief

Anke Grytzka-Weinhold M.A.

Advertising Administration

Kerstin Kunkel

Subscription

Single Copy Rate: 17 €
Subscription: 95.20 €
Digital Subscription: 95.20 €
Subscription for Students 50% discount


ISSN

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Analyses

Distribution Print + Online (IVW Q2/2024) 	Copies
Distribution	48,955
Print copies	18,000
ePaper	30,955

Reichweite Print + Online <small>(Digitale Verbreitung Stand: 30. Juli 2024)</small>	Copies
Print	18,000
ePaper (IVW Q2/24)	30,955
Wiley Industry News/ WIN Unique Visitors per month	10,200
Social Media (Follower)*	19,000
WIN-Newsletter (german)	34,135

Analysis of recipients According to Industry

Industry	%	Recipients
Machine & Plant Engineering	35,8	6,419
Food & Beverage	26,2	4,698
Automotive / Rail / E-Mobility	16,4	2,940
Chemistry / Pharmaceutical	16,1	2,887
Electronics & Electro-technology	2,4	430
Energy	3,1	556
Total	100,0	17,930

All statistics are averages, rounded up percentages Based on distribution data 2024

Editorial Analysis*

Topic	%
Automation incl. IPC	34.5
Sensors	26.9
Drive technology	14.3
Measuring technology	16.8
Image Processing	7.5

* Analyse der Ausgaben August 2023 bis Juli 2024

Empfängeranalyse nach Aufgabenbereichen

Area of responsibility	%	Recipients
Research & Development	35.9	6,437
Management	20.3	3,640
Production / Manufacturing	18.9	3,389
Logistics	16.5	2,958
Other	8.4	1,506
Total	100.0	17,930

All statistics are averages, rounded up percentages Based on distribution data 2024

Dates & Contents: PRINT (also distributed as E-Paper)

Issues	1 February	2 March	3 April	4 June
Publishing Date ¹	20.02.2025	24.03.2025	24.04.2025	16.06.2025
Advertising Deadline	05.02.2025	10.03.2025	10.04.2025	02.06.2025
Editorial Deadline	15.01.2025	17.02.2025	14.03.2025	12.05.2025
FAIRS & EXHIBITIONS	Maintenance Dortmund 19.+20.02.2025	Hannover Messe Hanover 31.03-04.04.2025	Sensor+Test Nuremberg 06.-08.05.2025	MSR-Spezialmesse Hamburg 18.06.2025
	all about Automation Friedrichshafen 25.+26.02.2025		Control Stuttgart 06.-09.05.2025	Automatica Munich 24.-27.06.2025
	Logimat Stuttgart 11.-13.03.2025		all about Automation Heilbronn 14.+15.05.2025	all about Automation Wetzlar 10.+11.09.2025
	Embedded World Nuremberg 11.-13.03.2025		all about Automation Hamburg 03.+04.06.2025	
	MSR-Spezialmesse Leverkusen 09. April 2025		Transport Logistic Munich 02.-05.06.2025	

Topics	Packaging & Logistics Embedded Technology Condition Monitoring & Predictive Maintenance Food & Beverage	Sustainability: Electrification, Decarbonisation, Hydrogen, Recycling Economy, Recycling, Storage Technologies AI & Machine learning Digitalisation	Sensors & Measuring Technology & Calibration Quality assurance Industrial 3D Printing Logistics & Mobile Automation	Digitalisation & AI: Digital Transformation Robots & Co.: Legal requirements, standardization, safety. Co-operation between humans and machines: How Cobots and Robotics are changing the working world
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ISSUE-NEWSLETTER	20.02.2025	27.03.2025	24.04.2025	20.06.2025
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Topics				
Automation	IoT & Cloud, Control Cabinets & Housing, Automated Guided Vehicles (AGV) HMI, Embedded Vision, Displays, Housing, Robotics & Cobots, Handling Systems, Safety	IoT, Data Security, Cloud Solutions, Wireless & 5G MRK & MRI, Condition Monitoring, Predictive Maintenance	Industrial Communication, (Industrial Ethernet, LWL, Field buses) Cables, Wires & Connectors Safety Technology & Services	Industry & Service Robotics Gripper, Positioning & Handling Systems Software & Cloud Computing
Drive Technology	Servo technology Linear Technology Gears	Electric Drive Technology Micromotors & Compact Drives	Frequency Inverters, Drive Control & Motion, Control Rails, Axles & Bearings, Linear Technology	AC, DC & Geared Motors, Drive Technology for Robotics Energy-Efficient Drive Technology
Sensors	Conveying & Storage Marking, Identifying & Localizing	Pressure, Temperature, Fill Level, Limit Level, Flow Rate, Humidity Sensors for Decarbonisation	OPC UA IO-Link	Displacement & Angle Measurement, Rotary Encoders, Position Sensors, Inclination, Ultrasonic, Length
Image Processing	Smart-Kameras	Image Evaluation Deep Learning	Opto Sensors, Vision-Sensoren & Light Barriers	Robot Vision Vision-Systems AI in Industrial Image Processing
Measuring Technology	Testing Machines & Systems Calibration	Measuring Technology for the Production & Use of Green Hydrogen	Quality Assurance Calibration Data Logger Software	Measurement Data Acquisition, Signal Processing & Measured Value Recording

Dates & Contents: PRINT (also distributed as E-Paper)

Issues	5 September	6 October	7 November
Publishing Date ¹	09.09.2025	29.09.2025	10.11.2025
Advertising Deadline	25.08.2025	15.09.2025	22.10.2025
Editorial Deadline	28.07.2025	11.08.2025	22.09.2025
FAIRS & EXHIBITIONS	MSR-Spezialmesse Ludwigshafen 10. September 2025	Motek Stuttgart 08.-11.10.2024	Productronica Munich 18.-21.11.2025
	all about Automation Dusseldorf 17.+18.09.2025	MSR-Spezialmesse Landshut 15. Oktober 2025	Formnext Frankfurt 18.-21.11.2025
	Fachpack Nuremberg 23.-25.09.2025		sps smart production solutions Nuremberg 25.-27.11.2025
	Powtech Technopharm Nuremberg 23.-25.09.2025		
	all about Automation Chemnitz 30.09-01.10.2025		

Topics	Intralogistics: Identification Technology, Transport Systems, Conveyor & Storage Technology Process Technology Mobile Automation	Robotics & Cobots Assembly & Handling Technology Intelligent & Efficient Automation Services Food & Beverage	SPS – Smart Production Solutions: Sensors, Drive Technology, Control Technology, Industrial Communication Productronica: PLC Automation, OT meets IT, OPC UA, Cloud Solutions, Artificial Intelligence, Quality Assurance, Condition Monitoring & Predictive Maintenance, Human-Robot Collaboration (HRC)
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ISSUE-NEWSLETTER	11.09.2025	01.10.2025	13.11.2025
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Topics			
Automation	Lightning & overvoltage protection Simulation & Digital Twin (Virtual) SPS Safety & Ex-Equipment	Cable Routing & Energy Chains HMI, Embedded Vision, Displays, Housing	Energy & Power Supply Interface & Connection Technology Switchgears Industrial Communication
Drive Technology	Precision Gearboxes Rails, Axles & Bearings	Decentralized Drive Technology Drives & Motors	Servo technology Linear Technology Gears
Sensors	Dosage, Filling, Packaging, Labeling, Marking and Identification Technology	Pressure, Temperature, Level, Limit Level, Flow Rate, Humidity	Displacement & Angle Measurement, Rotary Encoders, Position Sensors, Inclination, Ultrasonic, Length
Image Processing	Machine Learning Vision – Sensors & Systems	2D/3D Lighting & Objectives	Smart-Cameras Vision – Sensors & Systems
Measuring Technology	Software	Cloud-Solutions for Measuring Technology Calibration	Testing Machines & Systems Calibration

Dates & Contents: DIGITAL



Issues	E-Specials			Special Newsletter	
	April	June	November	May	September
Distribution date	29.04.2025	17.06.2025	18.11.2025	06.05.2025	09.09.2025
Advertising Deadline	23.04.2025	11.06.2025	12.11.2025	22.04.2025	26.08.2025
Editorial Deadline	14.04.2025	02.06.2025	03.11.2025	22.04.2025	26.08.2025
TOPIC FAIRS	Sensors + Measuring Technology	Smart Automation + Robotics	SPS Smart Production Solutions	Automate May 12-15, 2025 Detroit, USA	SPS Atlanta September 16-18, 2025 Atlanta, USA
Recipients	31,000 E-paper recipients (IVW checked) 19,000 Social Media = 50.000 Recipients	31,000 E-paper recipients (IVW checked) 19,000 Social Media = 50.000 Recipients	31,000 E-paper recipients (IVW checked) 19,000 Social Media = 50.000 Recipients	over 135,000 contacts in North America	over 135,000 contacts in North America

Focus Topics	Sensors + Measuring Technology	Smart Automation + Robotics	SPS Smart Production Solutions	Automate	SPS Atlanta
	<p>Sensors: Level, limit level, pressure, distance, temperature, rotary encoder, ultrasound, safety, radar, distance, length</p> <p>Measuring & testing technology: materials testing, data acquisition and evaluation</p>	<p>Robotik & Cobots Intelligent Automation Logistics</p>	<p>SPS – Smart Production Solutions: Sensors, Control technology, industrial communication, artificial intelligence, safety & security, sustainability & energy efficiency</p>	<p>Additive manufacturing Cameras & smart cameras Controls Conveyors End-of-arm tooling Frame grabbers Industrial IoT Laser equipment & systems Metrology equipment Motion control systems Motors Robots Safety products Sensors & feedback devices Software & AI Vision systems 5G technology</p>	<p>Drive systems and components Sensor technology Control technology Factory power – grids and -supplies Interface and interface technology Low voltage-switching devices Mechanical infrastructure IPCs Software & IT in manufacturing Human-machine-interface devices Industrial communication Training and consulting PLCs Cybersecurity Wireless systems for industrial environments</p>

Prices & Formats

Advertisements	mm	Price €
1/1 Page	210 x 297*	8,190
1/2 Page portrait	90 x 260	4,960
1/2 Page landscape	185 x 128	4,960
Juniorpage	137 x 190	5,280
1/3 Page portrait	58 x 260	3,020
1/3 Page landscape	185 x 85	3,020
1/4 Page classic	90 x 128	2,460
1/4 Page portrait	43 x 260	2,460
1/4 Page landscape	185 x 63	2,460
1/8 Page classic	90 x 63	1,650
1/8 Page landscape	185 x 30	1,650
Job Advertisements – 25% discount on standard advertisements		

*plus 3 mm overlap on all sides

Preferred Positions		Price €
Title Page + Story ¹		9,500
Inner cover + Story ¹		3,815
Inside front/back page ¹	210 x 297*	8,600
Back page ¹	210 x 297*	8,840
1. page right ¹	210 x 297*	8,600
Title corner	73 x 51 x 51*	3,430
Postcards ²		230

*plus 3 mm overlap on all sides

1 Cancellation only possible up to 8 weeks before advertising deadline.
Title page: the picture must be coordinated with publisher in advance and Wiley-VCH GmbH has exclusive rights of it for 6 months.

2 Postcards: 230 €, Costs per thousand, affixed to a particular page on advertisement or bound-in insert + insertion costs

3 Costs per thousand – including postage; no discount for loose inserts, sample must be sent before order can be accepted.

Beihefter	mm	Price €
2-page A4*	210 x 297	6,220

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

Loose inserts ³	weight	Price €
	up to 25 g	390
	up to 50 g	500

Product-Advertorial

Only print 1/6 page	450 characters incl. spaces plus product image (min. 250 dpi)	760
Print 1/6 and Online (6 months)		970
Only Print 1/2 page	1,200 characters incl. spaces plus product image (min. 250 dpi)	2,250
Print 1/2 and online (6 months)		2,350

Reprints

We would be pleased to provide you with the PDF file of your article for a nominal charge for your internet presence **300 €** (plus VAT). A printable PDF is available at a price of **980 €** (plus VAT).

Contact:

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

Terms of Payment:

Payment within 30 days without deduction.

Bank details:

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

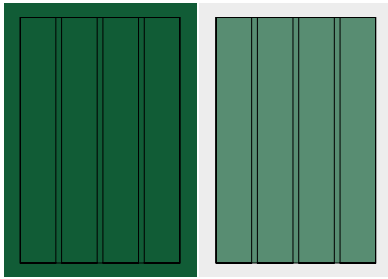
VAT-Id.No.: DE136766623

Tax No.: 47020/29082

All prices are subject to the statutory VAT.

The new price list comes into effect on 1 October 2024 and supersedes all previous price lists.

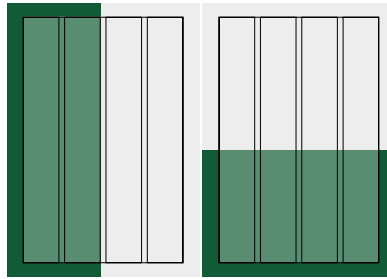
Formats



1/1 Page
Type Area/Bleed Size

Type Area:
185 x 260 mm

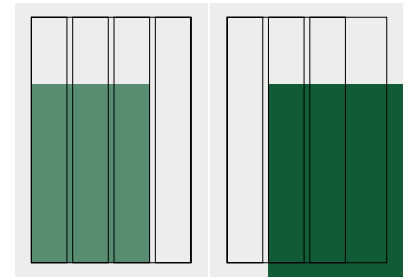
Bleed Size:
210 x 297 mm



1/2 Page
Type Area/Bleed Size

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

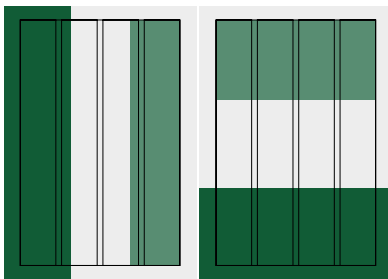
Bleed Size:
portrait: 102 x 297 mm
landscape: 210 x 147 mm



Juniorpage

Type Area:
137 x 190 mm

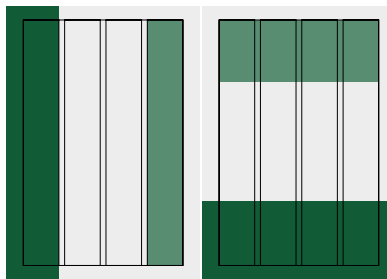
Bleed Size:
147 x 209 mm



1/3 Page
Type Area/Bleed Size

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

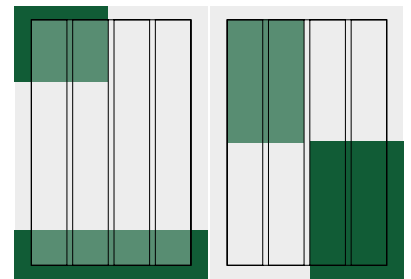
Bleed Size:
portrait: 70 x 297 mm
landscape: 210 x 104 mm



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.

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 and binding methods

Sheet offset, adhesive binding

Colours

Euro scale

Screen ruling

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/bound-in-inserts

The delivery quantity and delivery address
as well as the delivery date are stated
on 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, we require a resolution of at least 250 dpi.
4. Do not compress JPG files too strongly, or this will lead to visible loss of image quality. Use the "maximum" or "high" quality gradings.

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



Wiley-VCH GmbH
FAO: Kerstin Kunkel
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Tel.: +49 (0) 6201 606 731

E-Special: 100 % Content – 100 % Digital

The most important information to start with: With our **digital format- the E-Special** – you can reach **over 21,000 recipients** via social media and WIN - Wiley Industry News, this is the joint portal of the trade magazines messtec drives Automation, inspect and PhotonicViews.

Range of distribution

Social Media	19.000
E-Paper-Recipients (IVW-approved)	31.000
Total number of recipients*	50.000

as of 30. July 2024

With numerous, integrated videos and links to relevant websites our e-specials provide you with an attractive and interactive reading experience. Every E-Special has a focus topic. The advantage of digital formats: your ads will be provided with surface and deep links so that potential customers can reach the webpage for your products directly. Are several topics interesting for you? Ask our sales team about the flat-rate option.

Advertising format	Price €
Cover page + Cover story (max. 4,000 characters) + Interview (10 minutes, digital)	3,600
1/1 Advert 4c (1,600 x 1,200 Pixel)	2,600
1/2 Advert 4c (800 x 1,200 Pixel or 1,600 x 600 Pixel)	1,800
1/2 Advert 4c (800 x 1,200 Pixel or 1,600 x 600 Pixel at Editorial)	2,600

Topic	Date
Sensorik + Messtechnik	29. April 2025
Smart Automation + Robotics	17. June 2025
SPS – Smart Production Solutions	18. November 2025

Wiley Industry News

WIN NEWS www.WileyIndustryNews.com

www.wileyindustrynews.com (WIN>NEWS) is the target group portal for all professionals and decision-makers in the fields of automation, image processing and photonics. Whether daily industry news, product reports, user reports, technical articles, web and podcasts or the print and e-issue archive - with its wide range of information, WIN>NEWS offers the ideal environment for your advertising and content .

Display/Bannerwerbung

Display/banner advertising Give your company a face, show your presence, communicate a product launch – in short, benefit from our reach! Supplement your print advertising in messtec drives Automation with an image campaign on **www.WileyIndustryNews.com** and increase your market penetration.

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

Top Feature

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

Scope of Service: Picture (476 x 315 px, Format 1,5:1), 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 Feature Story. Additionally, your highlight remains for a total of ***€ 1,730** six months in the portal's database

Combo offer: Feature on Portal + Newsletter **€ 2,370**

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

Accesses to the website

Page Impressions/Month	15,600
Unique Visits/Month	10,200

Mean values from January to June 2024

See next page for technical specifications

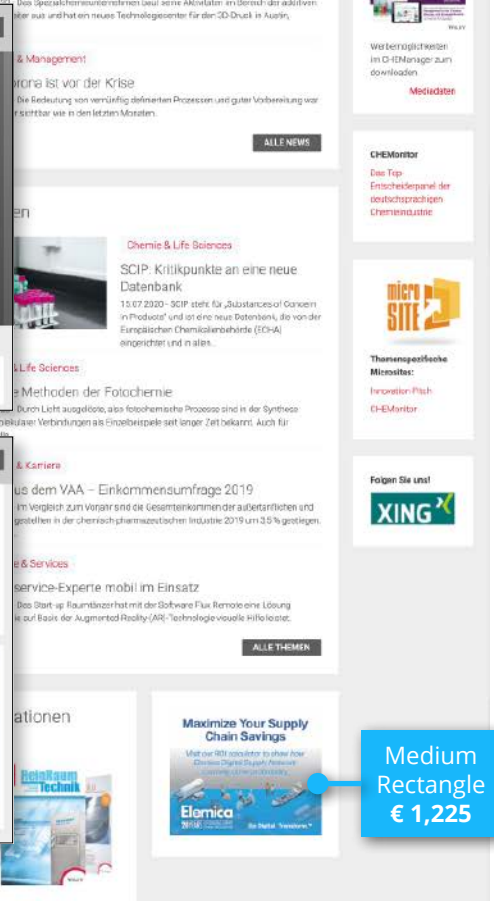


Leaderboard
€ 1,345

Wide Skyscraper
€ 1,300

Medium Rectangle
€ 1,225

Mobile



Desktop

Newsletter – Formats & Prices

The two newsletters from wileyindustrynews.com provide their subscribers regularly and competently with the most important news from the world of automation, image processing and photonics. The weekly German-language WIN>Newsletter (D) for the DACH region and the bi-weekly English-language WIN>Newsletter (INT), which is distributed worldwide, thus offer the ideal platform for your advertising messages

Newsletter: Banner formats & prices

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

Material to be submitted 7 days before distribution date of booked news letter

Prices Special Newsletter North America with a reach of over 135,000

Full Banner	€ 2,700
Medium Rectangle	€ 2,700
Feature Newsletter	€ 2,450
Content Ad direct	€ 2,890
Job advertisement	€ 1,020

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

Target-website

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

Webcast

Data format: any video format is possible
Youtube or Vimeo link possible.

Banner (Newsletter)

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

Exclusive access to your customers
Single Sponsored Newsletter
5,335 €

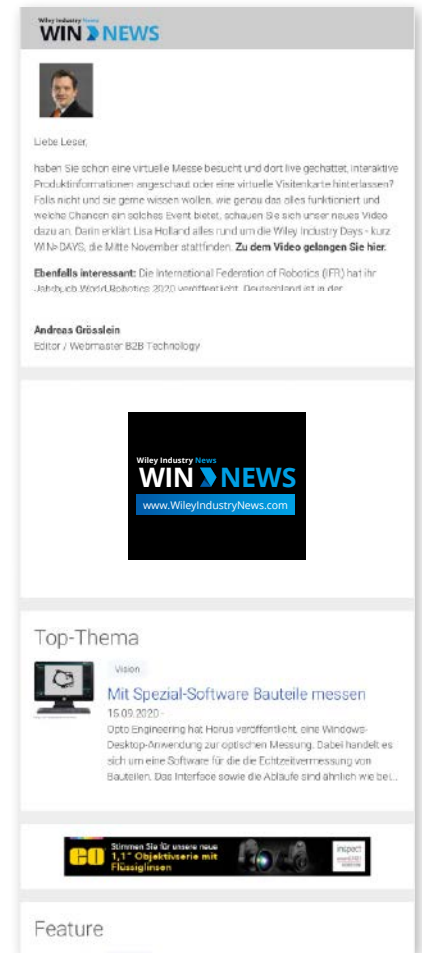
Newsletter

Regular Newsletter (WIN deutsch)

Month	Date	Month	Date
January	13.01.2025	July	07.07.2025
	20.01.2025		14.07.2025
	27.01.2025		21.07.2025
February	03.02.2025	August	28.07.2025
	10.02.2025		04.08.2025
	17.02.2025		11.08.2025
	24.02.2025		18.08.2025
March	03.03.2025	September	25.08.2025
	10.03.2025		01.09.2025
	17.03.2025		08.09.2025
	24.03.2025		15.09.2025
April	31.03.2025	October	22.09.2025
	07.04.2025		29.09.2025
	14.04.2025		06.10.2025
	22.04.2025		13.10.2025
May	28.04.2025	November	20.10.2025
	05.05.2025		03.11.2025
	12.05.2025		10.11.2025
	19.05.2025		17.11.2025
June	26.05.2025	December	24.11.2025
	02.06.2025		01.12.2025
	10.06.2025		08.12.2025
	16.06.2025		
	23.06.2025		
	30.06.2025		

Internationaler Newsletter (WIN engl.)

Month	Date
January	13.01.2025
	27.01.2025
February	10.02.2025
	24.02.2025
March	10.03.2025
	24.03.2025
April	07.04.2025
	22.04.2025
May	05.05.2025
	19.05.2025
June	02.06.2025
	16.06.2025
	30.06.2025
July	14.07.2025
	28.07.2025
August	11.08.2025
	25.08.2025
September	08.09.2025
	22.09.2025
October	06.10.2025
	20.10.2025
November	03.11.2025
	17.11.2025
December	01.12.2025
	17.12.2025



E-Beilage

Our specialist magazines are also published digitally. Therefore, you are welcome to use the opportunity to integrate your supplement, a special catalog or a product or company brochure into the digital version of the print edition or our e-specials. The digital version and the e-specials are distributed via the newsletter distribution list and our social media channels.

Digital Insert up to 12 pages: 3,060 €

Digital Insert up to 20 pages: 3,860 €

AutomationsBest Award 2025

There are many awards, but there is only one AutomationsBest Award. The Prize is awarded at the SPS – Smart Production Solutions in three categories:

• **Best Product** | • **Best Solution** | • **Best Start-up**

Any company can apply with a new, innovative product or a specific solution for a specific problem or customer request. Companies that are active in the field of industrial automation (discrete manufacturing/process automation) and are no older than five years can submit their application for the Start-up category.

Step 1: Apply by following the QR code below.

Step 2: A jury selects a maximum of five products, solutions or start-ups, which we will present in issue 05/25 of messtec drives Automation. Our readers will now decide in an online vote which submissions will receive the AutomationsBest Award.

Step 3: The candidates with the most votes per category will be honored on the first day of the trade fair at the SPS – Smart Production Solutions. Here we will present the awards to the three winners in the categories Product, Solution and Start-up in a celebratory setting.

Further information can be found at:



WIN-Quiz: SPRINGT ins Auge, BLEIBT im Kopf!????

Do you want to present a product in a different way than in a classic press release? And do you want to reach over 103,000 recipients in one go via newsletter, social media and our WileyIndustryNews portal? Then our quiz is just the thing for you!

What options do you have

- ▶ You book an advertorial (1,500 characters) including an image (850 x 566 px) and we design a suitable quiz, with three to five questions that the user can answer just by reading your text.

- ▶ **Costs:** Advertorial 2,470 euros + Quiz 1,150 € = 3,620 € – for you in combination 2,500 €

- ▶ You can book banners within the quiz. See page 11 in this media kit for prices.

- ▶ **Surveys:** Do you want to know which features are important to users of smart cameras? Or whether the industry is ready for a virtual PLC? Ask what interests you and the readers of messtec drives Automation, inspect and PhotonicsViews will vote.

- ▶ Sponsorship of the prize by your company

What do you get?

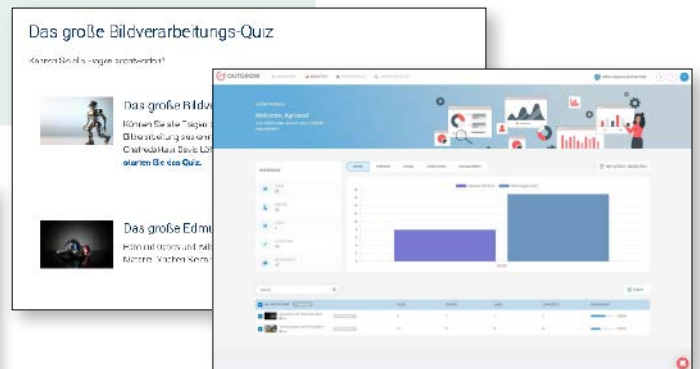
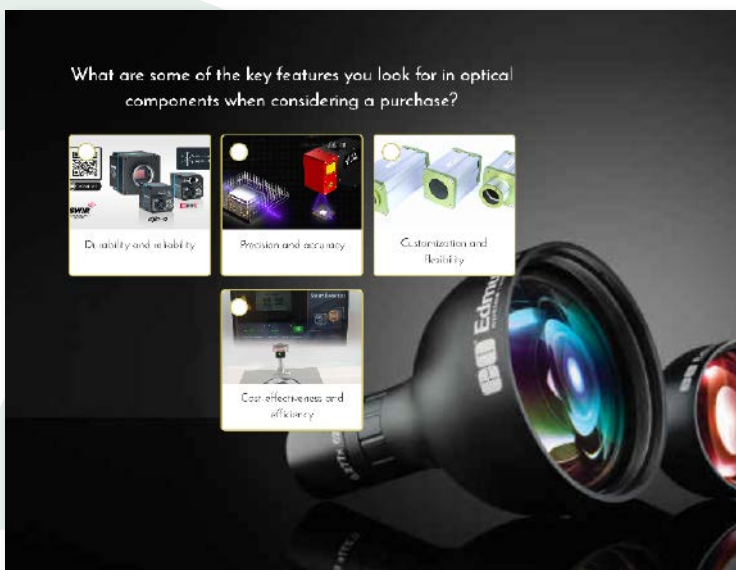
- ▶ Promotion of the quiz in relevant print editions (in the form of a disruptor) and newsletters as well as via social media and on our portal www.wileyindustrynews.com. In total, you will reach over 103,000 recipients.

Social media	19,000 contacts
wileyindustrynews	74,000 visitors/month
Newsletter (German/English)	74,000 recipients

- ▶ The quiz will be displayed on the portal for a period of three months and highlighted accordingly on the start page.

- ▶ Leads: We will provide you with the participants' data.

- ▶ **And most importantly, your product gets attention and stays in people's minds.**



Advertising and Reprint Production Terms and Conditions

Definitions

1. In these terms and conditions:

- (a) **"Wiley"** means the company within the John Wiley & Sons group that is providing the Advertising and Reprint services as set out on the Booking Confirmation or invoice issued by the Wiley group entity or its authorised agent.
- (b) **"Advertising"** means any advertisements requested by the Customer to be displayed in products owned or controlled by Wiley or any third party partner of Wiley and includes both advertising that appears in Wiley's or its third party partners' print publications ("Print Advertising") and advertising that appears electronically on any of Wiley's websites, or any application or other digital format owned or controlled by Wiley or any third-party partner of Wiley ("Online Advertising").
- (c) **"Customer"** means a person or entity who is placing an order for advertising or reprint production with Wiley and includes an advertiser on whose behalf advertising is placed, and any media agency or company that may arrange advertising or reprints for its clients.
- (d) **"Booking Confirmation"** means the confirmation provided by Wiley which sets out the details of the Advertising. For Reprints, it consists of an email confirmation sent by Wiley to confirm the Reprint order.
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- (f) **"Reprint"** means print or physical goods, being a specified number of reprints of articles or other material (for example, pre-loaded USBs), as requested by the Customer and/or ePrints which are digital versions of articles or other materials hosted by Wiley or its licensees and linked from a Wiley website, an email or a Customer website ("ePrints").
- (g) **"Reprint Quotation"** means a document supplied to the Customer by Wiley which sets out the details of the quotation for Reprints.
- (h) **"Terms"** means these terms and conditions.

ADVERTISING TERMS

- 2. In submitting Advertising to Wiley, the Customer grants Wiley a worldwide, royalty-free, irrevocable licence to publish and print the Advertising as set out in the Booking Confirmation as well as the right to sub-license all such rights to any third-party provider.
- 3. Wiley will, or will instruct its affiliates to, use commercially reasonable efforts to publish the Advertising in the format and in the position as set out in the Booking Confirmation, however all Advertising is subject to editorial approval and Wiley reserves the right to vary the placement of Advertising within a print product or online site or digital product when necessary.
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- 6. Customer is solely responsible for compliance with all laws, standards, industry codes and other binding guidelines as to the content of the Advertising, whether created by Wiley on its behalf or provided to Wiley, including but not limited to all applicable medical advertising regulations.
- 7. The Customer will supply an authorised Purchase Order or Insertion Order to Wiley for Print Advertising and Online Advertising. Advertising bookings cannot be reserved without receipt of the aforementioned documents. Orders for booking of Online Advertising must be received at least 7 business days in advance of the proposed first run date. Wiley cannot guarantee that orders received after this time will be fulfilled. Customer shall book Online Advertising on a monthly basis unless otherwise expressly set out in the Booking Confirmation. Publication dates specified in the rate cards may be subject to changes at the discretion of Wiley; new publication dates will be communicated to the Customer prior to publication, at point of order confirmation where possible.
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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.
- 10. Customer shall deliver and shall be solely responsible for providing to Wiley all of the text, pictures, graphics, sound, video, programming code and other media which comprise the graphic or html file that comprises the Online Advertising in conformance with Wiley's delivery specifications.
- 11. Wiley makes no guarantees as to the number of visitors to any Wiley site or digital product or the number of impressions at any Wiley site or digital product, unless such guarantees are expressly made in writing by Wiley in the Booking Confirmation. Any 'impression goals' or the like provided are non-binding. Online Advertising described in the Booking Confirmation as '100% sponsorships' will not be subject to any impression or viewability guarantees.
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14. In relation to Online Advertising to be included in email alerts to subscribers and other authorised users of Wiley's products ("Email Alerts"), Wiley cannot guarantee the send date of any Email Alert advertising unless otherwise expressly agreed in the Booking Confirmation.

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

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

- (a) publication of any Advertising (including any Advertising copy that is created by Wiley on behalf of the Customer which has been approved by Customer) in the manner set out in the Booking Confirmation will not breach or infringe any copyright, patent, trademark, trade secret or obligation of confidentiality or privacy, any law of defamation or obscenity, or any relevant law or regulation concerning advertising or promotions, including any medical advertising laws, industry codes or regulations;

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

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

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

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

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

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

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

18. In addition to the Terms, the following clauses of the standard terms and conditions of the Interactive Advertising Bureau for Media Buys of Less than One Year ("[IAB Terms](#)") will apply to all Online Advertising services, with Wiley being the 'Media Company' and Customer being the 'Agency' and 'Advertiser' (unless the Customer is a media agency booking advertising on behalf of a customer in which case it will be the Agency, with its customer being the Advertiser):

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

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

REPRINT TERMS

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

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

Advertising and Reprint Production Terms and Conditions

PRICING

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

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

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 - (c) cease publication of further Advertising or terminate an agreement for Advertising;
 - (d) withhold any discounts or rebates previously granted to the Customer; or
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- 30. Wiley will send invoices to the Customer at the address provided. Should a Purchase Order number be a prerequisite for payment of invoice, the Customer must supply this at the point of confirming the order. All delivery addresses must be accompanied by a contact name and telephone number, as well as a VAT number (relative to the country on the invoice address) or other business identifier or information as may be required by Wiley (eg. GST registration, W9 form) as notified by Wiley. Please note that Wiley is unable to accept any PO Box addresses.
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- 32. Customer shall pay all invoices in full will be made within 30 days of the date of an invoice, unless otherwise agreed in writing between the Parties.
- 33. If the Customer fails to make any payment due to Wiley under this Agreement by the due date, then, without limiting Wiley's remedies, the Customer shall pay interest on the overdue amount at a rate which will be the lesser of: (i) 0.5% per month, such interest to accrue on a daily basis from the due date until actual payment of the overdue amount, whether before or after judgement; or (ii) any relevant maximum statutory rate allowable in the jurisdiction where the Wiley entity is located, such interest to accrue in accordance with the relevant statutory provisions. Customer shall pay the interest together with the overdue amount.
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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.
- 40. The law of the corporate domicile of the Wiley entity which issues the Booking Confirmation and invoice to the Customer will govern these Terms, without regard to conflict of law rules. The parties agree to submit to the exclusive jurisdiction of the courts located in the corporate domicile of the aforesaid Wiley entity for the adjudication of all disputes arising in connection with these Terms.

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