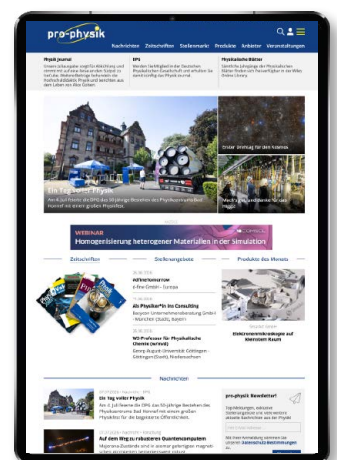


WILEY

© Adobe Stock / Alpha Designs

2027 Media Guide
pro-physik.de

Compelling solutions through strategic partnerships



Banner and Content Ad

Banner advertising

Banner advertising allows you to create great awareness around your product, service or your brand. The banner ads are placed at the top and the right side of every page to catch the user's attention.

Animated banners or rich media formats allow you to increase the user's awareness and promote your message with a unique design. Furthermore you will receive continuous detailed reporting allowing you to monitor your banner ad campaign.

Format	Rate per Month (€)**
Leaderboard (728 x 90 px)*	1,890
Wide Skyscraper (160 x 600 px)*	1,760
Medium Rectangle (300 x 250 px)*	1,580

*A Large Mobile Banner (320 x 100 Pixel) must also be supplied for the mobile-optimized version.

** „run of site“: the banners are displayed across the entire website, including all subpages, rotating with other banners.

Top Feature Portal

Top placement on the landing page 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.

Format	Rate (€)
Top Feature Portal	2,930
Combination Offer: Top Feature on Portal + 1x Newsletter	3,350

Duration: 14 days prominent on the landing page and a total of 6 months in the respective portal category.

Content Ad

The content ad is prominently placed on the landing 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.

Format	Rate per Month (€)
Content Ad	2,100

Booking period: 1 month prominently on the landing page

Calendar of events

Your event is listed chronologically with logo and text in the event calendar. It will also be promoted in 2 mailings of the physics E-newsletter.

Format	Rate per month (€)
Calendar of events	550

Duration: 1 month in the event calendar + 2 newsletters

The screenshot displays the pro-physik.de website with several advertising opportunities highlighted:

- Top Feature Portal:** Located at the top right, featuring a large image of a building and the text "TOP FEATURE PORTAL".
- Wide Skyscraper:** A vertical banner on the right side of the page.
- Leaderboard:** A horizontal banner below the Top Feature Portal, showing a stack of physics journals.
- Medium Rectangle:** A rectangular banner in the middle section, featuring a person and the text "MEDIUM RECTANGLE".
- Content Ad:** A large rectangular area at the bottom, labeled "CONTENT AD", showing a book cover and the text "CONTENT AD".
- Other Ad Formats:** Smaller banners and text boxes are visible throughout the page, including "Ein Tag voller Physik", "Auf dem Weg zu robusteren Quantencomputern", and "Heimholtz-Preis für Hanieh Fattahi".

NEW EDITORIAL SERIES OF CONVERSATIONS IN THE PHYSIK JOURNAL AND ON PRO-PHYSIK.DE

PhysicsMakers

The stories behind research,
technology and applications



“ When physics needs explaining,
a good conversation is where it begins.

Editorial video interview | approx. 5 questions | 10–15 minutes

featuring people from physics research, development and applications

PhysicsMakers turns complex developments in research,
technology and applications into credible editorial content.

Bringing physics to life

People remember good stories.
Not data sheets.

Where physics makes a difference

Your development reaches people who
understand the physics behind it.

Content that keeps working

One conversation creates content for
articles, customer conversations, sales,
websites, newsletters and social media.

What's included

- editorial video interview with approx. 5 questions, 10–15 minutes
- professional recording and post-production
- publication of the video and the full interview transcript on **pro-physik.de**
- editorial half-page print feature in **Physik Journal**
- promotion via **physics newsletter** and on **LinkedIn**

Interview dates are arranged individually and subject to availability

€ 5,980 net

Complete package

Optional upgrade:
More space for your story
in print and online.

Cross-media extension

For additional € 1,690 publication also via **PhotonicsViews** and **wileyindustrynews.com**



Alexandra Wojtanowska

Senior Account Manager Physics
awojtanows@wiley.com | +49 6201 606-552

EDITORIAL VIDEO INTERVIEW

QuantumMakers

The people shaping the quantum revolution

” When quantum technology needs context,
great conversations make the difference.

Editorial video interview | approx. 5 questions | 10–15 minutes

featuring experts in quantum research, development and real-world applications

QuantumMakers turns complex developments in research,
technology and application into credible editorial content.

Bringing quantum to life

People remember great stories.
Not data sheets.

Where quantum matters

Your innovation reaches people who
understand quantum technology.

Content that keeps working

One conversation creates content for
articles, customer conversations, sales,
websites, newsletters and social media.

What's included

- editorial video interview with approx. 5 questions, 10–15 minutes
- professional recording and post-production
- publication of the video and the full interview transcript on **pro-physik.de**
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Interview dates are arranged individually and subject to availability

€ 5,980 net

Complete package

Optional upgrade:
More space for your story
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Cross-media extension

For additional € 1,690 publication also via **PhotonicsViews** and **wileyindustrynews.com**



Alexandra Wojtanowska

Senior Account Manager Physics
awojtanows@wiley.com | +49 6201 606-552

Content Premium-Package

The screenshot shows the pro-physik.de website interface. At the top, there's a navigation bar with links: Nachrichten, Zeitschriften, Stellenmarkt, Produkte, Anbieter, and Veranstaltungen. Below this, the main content area is divided into several sections. On the left, there's a 'Physik Journal' section with a featured article 'Ein Tag voller Physik'. To the right of this is a 'TOP FEATURE PORTAL' section with a 'WIDE SKYSCRAPER' banner. Below the banner is a 'LEADERBOARD' section with various articles and advertisements. At the bottom, there's a 'CONTENT AD' section with a large advertisement for 'Quantum Photonics 2026'.

Duration: 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: € 5,120.-

The **Content Premium-Package** is published as a fully-fledged, labeled article on our portal page in the news section.

- Review by our content experts (preliminary quality check)
- Placement of the article on our portal site in the News section
- Archiving on portal page: 1 year after publication
- Reporting after 2 months

The content marketing package includes:

- Your own microsite on pro-physik.de (archiving for 1 year)
- 1 month Content Ad on the homepage with link to the microsite
- 2 months Feature Newsletter in our physics E-newsletter (8 mailings) with link to the microsite

Availability is limited.

This is what we need from you:

- Your logo: 500 px width (jpg, png)
- Teaser image: max. 760 pixels wide (jpg or png), specify image source, image caption, max. 250 characters, no branding and no fonts in the image
- URL to the company website (optionally with tracking)
- Short header (to supplement the headline): 1–3 words or approx. 30 characters
- Compelling headline: max. 100 characters
- Teaser (2 short sentences that arouse interest): max. 220 characters
- Text incl. links and subheadings, approx. 3,000–6,000 characters incl. spaces

Optional:

- Up to five additional images
- Link to a YouTube or Vimeo video for direct integration in the article or for linking

Physics E-Newsletter



Physik Journal

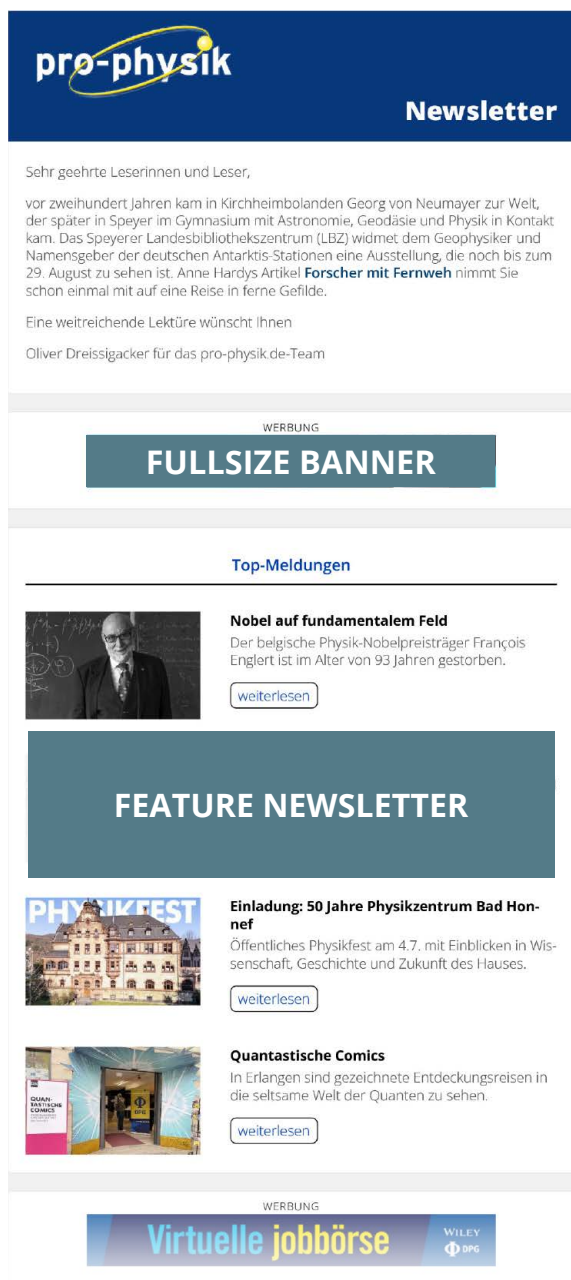
The Physics E-Newsletter is published weekly.

It offers its subscribers a comprehensive overview of current articles, news, interviews, and biweekly information from the DPG.

The E-Newsletters pro-physik.de (21,000 recipients) and Physik Journal (17,000 recipients) are offered as a package with the weekly Physics E-Newsletter.

This means you can reach DPG newsletter subscribers and other experts from industry and research in all areas of physics.

Format	Rate per Month (€)
	Four newsletters
Full Banner (468 x 60 px)	2,320
Feature Newsletter (image, text + URL)	2,490



pro-physik Newsletter

Sehr geehrte Leserinnen und Leser,

vor zweihundert Jahren kam in Kirchheimbolanden Georg von Neumayer zur Welt, der später in Speyer im Gymnasium mit Astronomie, Geodäsie und Physik in Kontakt kam. Das Speyerer Landesbibliothekszentrum (LBZ) widmet dem Geophysiker und Namensgeber der deutschen Antarktis-Stationen eine Ausstellung, die noch bis zum 29. August zu sehen ist. Anne Hardys Artikel **Forscher mit Fernweh** nimmt Sie schon einmal mit auf eine Reise in ferne Gefilde.

Eine weitreichende Lektüre wünscht Ihnen

Oliver Dreissigacker für das pro-physik.de-Team

WERBUNG

FULLSIZE BANNER

Top-Meldungen

Nobel auf fundamentalem Feld
Der belgische Physik-Nobelpreisträger François Englert ist im Alter von 93 Jahren gestorben.

[weiterlesen](#)

FEATURE NEWSLETTER

PHYSIKFEST
Einladung: 50 Jahre Physikzentrum Bad Honnef
Öffentliches Physikfest am 4.7. mit Einblicken in Wissenschaft, Geschichte und Zukunft des Hauses.

[weiterlesen](#)

Quantastische Comics
In Erlangen sind gezeichnete Entdeckungsreisen in die seltsame Welt der Quanten zu sehen.

[weiterlesen](#)

WERBUNG

Virtuelle jobbörse WILEY DPG



Physik Journal Newsletter

13
2
0
2
6

Wären Sie gerne einmal auf dem Mond, Vorname Name?

Buzz Aldrin, den ich einmal **in persona erleben durfte**, entfuhr beim Anblick der Mondoberfläche ein „magnificent desolation“, womit er die widersprüchlichen Empfindungen gegenüber dem toten und dennoch faszinierenden Erdtrabant auf den Punkt brachte. Gordon Matthew Sumner, besser bekannt als Sting, hoffte dagegen, sich beim „Walking on the Moon“ nicht das Bein zu brechen – beileibe nicht die größte Gefahr bei einer Mondlandung mit menschlicher Besatzung.

Wie wäre es wohl, selbst einmal in der grandiosen Trostlosigkeit stehen zu dürfen? Darüber machen sich wieder mehr und mehr Fachleute Gedanken und skizzieren den **Weg zum Mond** und Möglichkeiten, dort länger zu bleiben. Von Sightseeing ist da noch keine Rede, aber nichtsdestotrotz gibt es bereits seit Langem **touristische Lektüre für den Mond**, immer mit einem gewissen Augenzwinkern, doch mit seriösem Inhalt.

Das ist nur ein Teil der hoffentlich erfrischenden Lektüre, die wir im **Juli-Heft** zu bieten haben. Aus der herrschenden Hitze-welle lässt sich mit unserem Titelthema zumindest gedanklich in **antarktisches Eis** abtauchen – und die **Sommerlesetipps** bieten visuell prächtige Lektüre, um sich in einem schattigen Plätzchen unterhaltsam und lehrreich die Zeit zu vertreiben.

Egal ob auf der Erde oder dem Mond, passen Sie auf sich auf!
Ihr Alexander Pawlak für das Physik Journal Team

Physik Journal Nachrichten

Nobel auf fundamentalem Feld
Der belgische Physik-Nobelpreisträger François Englert ist im Alter von 93 Jahren gestorben. Zusammen mit seinem Kollegen Robert Brout und parallel zu **Peter Higgs** entwickelte er 1964 einen Mechanismus, bei dem Elementarteilchen durch Wechselwirkung mit dem heute sogenannten **Brout-Englert-Higgs-Feld** Masse annehmen können. (BILD: CERN)

[Ein Nachruf auf Francois Englert](#)

FULLSIZE BANNER

Zentrum für Literatur und Naturwissenschaft, die Comic-Szene zu einem offenen Experiment ein: einem künstlerisch-wissenschaftlichen Dialog über Quantenphysik. Das Projekt ging aus der Initiative **Quantum meets Arts** hervor, die im Quantenjahr 2025 ihren Anfang nahm. Die gezeichneten Entdeckungsreisen in die seltsame Welt der Quanten sind im Herbst im Comic-Museum Erlangen zu sehen. (Bild: DPG / Hamed Estrati)

[Werfen Sie einen Blick in die Ausstellung](#)

Exclusive presence with your customers

Single Sponsored Newsletter to 20,000 pro-physik recipients € 5,495

Product of the Month | Productinformation

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: 42,695)

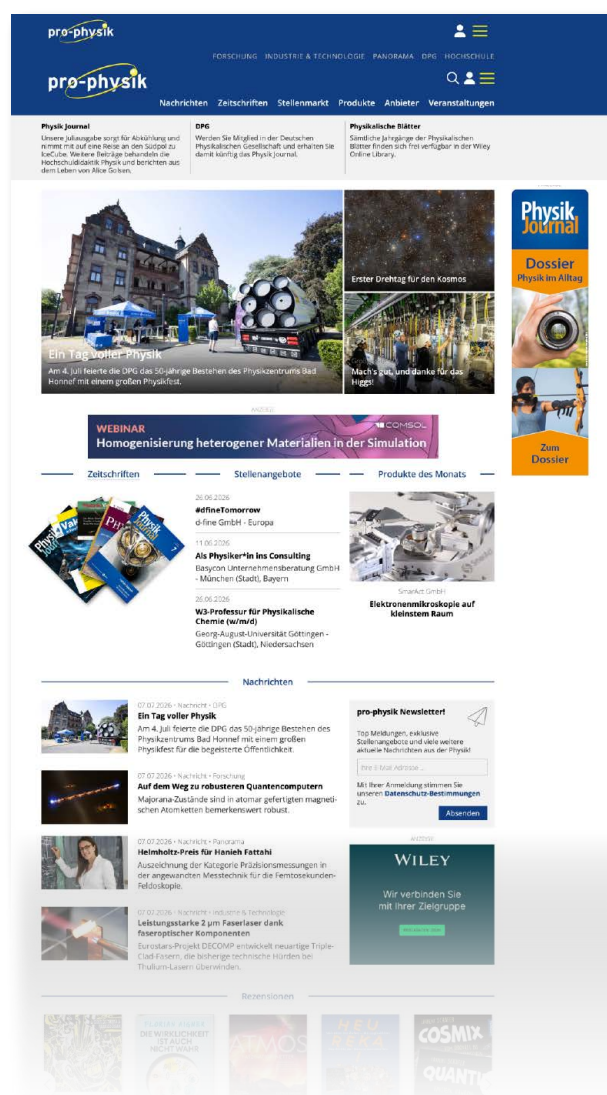
Format	Rate (€)
Product of the Month (print, online & newsletter)	2,350

Booking period: 1 month prominently on the homepage and 6 months in the product database

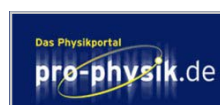
Productinformation Print + Online

Product information, applications and company news are presented online in the product database on the pro-physik.de portal and print optionally in one issue of Physik Journal or PhotonicsViews. Texts are edited by the editorial team of the Physik Journal. The entry runs initially for six months and can be extended for a further six months.

Format	Rate (€)
Productinformation Print + Online (Booking period 6 months) – 1 Portal	990
Option to extend for a further six months	620



Online





26.06.2026 • Produkt • Optik / Photonik

Elektronenmikroskopie auf kleinstem Raum

Angebot: Ultra-kompakte, modulare Probenplattform für anspruchsvolle Forschungs- und Industrieanwendungen in der Elektronenmikroskopie.

Hersteller: SmarAct
Angebot: Ultra-kompakte, modulare Probenplattform für anspruchsvolle Forschungs- und Industrieanwendungen in der Elektronenmikroskopie.
Merkmale: Die Lösung basiert auf einer nanometerpräzisen Probenstange, die Bewegungen in bis zu sechs Freiheitsgraden ermöglicht. Großer Bewegungsraum und kompakte Abmaße erlauben nahezu uneingeschränkter Zugang auf Probe unter jedem Raumwinkel.
 Das Konzept ermöglicht die Anpassung an individuelle Anforderungen – von automatisierten Probenwechseln bis hin zu nanometerpräzisen elektronischen Multi-Punkt-Probing oder LHM-Out – gezielt für komplexe Analyse- und Präparationsaufgaben.
 Probenstage, Module und Steuerung arbeiten unabhängig voneinander und ermöglichen sowohl die

PRODUCTINFORMATION

Print

PRODUKTE / FIRMEN

Elektronenmikroskopie auf kleinstem Raum



Hersteller: SmarAct
Angebot: Ultra-kompakte, modulare Probenplattform für anspruchsvolle Forschungs- und Industrieanwendungen in der Elektronenmikroskopie.
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 Probenstage, Module und Steuerung arbeiten unabhängig voneinander und ermöglichen sowohl die

Anwendungen: Die Plattform bietet eine zukunftsichere Grundlage für präzise Probenmanipulation, erweiterte Analytik und effiziente Automatisierung in allen Bereichen der modernen Elektronenmikroskopie und ist ebenso für Tomographie, Röntgenspektroskopie und elektrisches Probing geeignet. Darüber hinaus ist sie für Anwendungen im Ultrahochvakuum, bei Tieftemperaturen im Kryobereich sowie in anderen extremen Umgebungen geeignet.

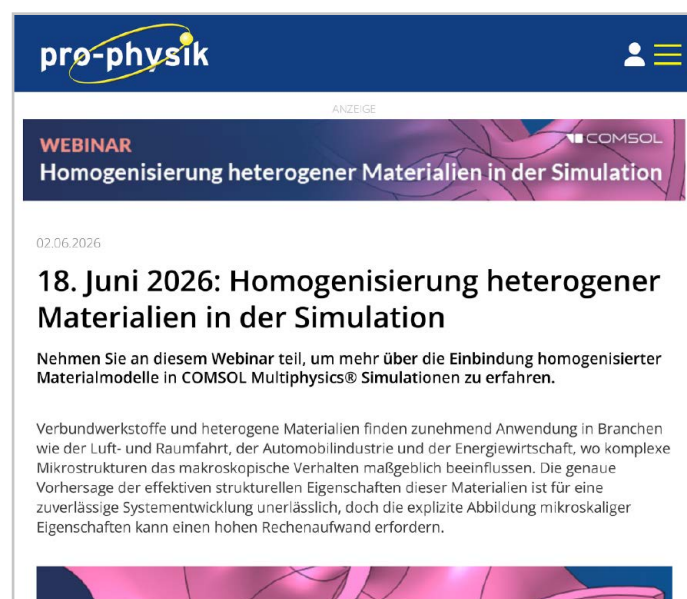
Integration in neue Systeme als auch die Nachrüstung bestehender Anlagen. Flexible Steuerungskonzepte – von manueller Bedienung bis zur vollautomatisierten Prozessführung – werden durch anpassbare Benutzeroberflächen, kundenspezifische Kinematikmodelle und eine umfassende API ergänzt. Zusätzliche Funktionalitäten lassen sich flexibel integrieren und vollständig neue Workflows realisieren.

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 Schulte-Lane-Strasse 9
 26135 Oldenburg
 Tel.: +49 (0)441 5597918-0
 E-Mail: info@smaract.com
 Website: www.smaract.com

Webinars and Videocast

Webinars

A Webinar is an audiovisual online presentation that you can broadcast either live or pre-recorded. Both the speaker and viewers and/or listeners participate using their own computers.



Format	Rate (€)
Webinar	10,000

We offer an attractive bulk discount.

Videocasts

Videocasts have become an important and efficient means of online communication. Products requiring explanation or complex processes can be clearly presented in a lively manner, while companies can appear in a holistic way with an added personal touch. A further advantage is the fact that the information can be accessed at any time.

pro-physik.de has its own video channel for you to present your pre-recorded videos.

Booking period 3 Months	Rate (€)
Videocast	1,500

A Webinar usually lasts one hour: 45 minutes for the presentation itself, 15 minutes for Q&A.

The Webinar is recorded and remains six months year after its initial broadcast in the archive on pro-physik.de.

Webinars are ideal for a comprehensive presentation of new products and technologies, as well as training or other corporate information events.

Alongside technical and logistical support, various other measures are included in the rate so as to generate the maximum number of participants. These include banners on the website and in the E-Newsletters.

Your benefits at a glance:

- Quality marketing contacts (leads)
- Heightened brand awareness among your target audience
- Attract a new audience that is otherwise difficult to reach
- Direct, valuable feedback from participants
- Long-term availability on demand (six months)


 The image shows a screenshot of a video channel page on the pro-physik.de website. The header features the pro-physik logo and the text 'Das Physikportal'. Below the header, there's a section titled 'Webcast' with the title 'Warum sich diese Wälzkolbenpumpe lohnt'. The date '18.08.2022' is listed. The text describes the ACP 90 pump as a new, multi-stage, oil-free, and particle-free solution for various applications. A paragraph explains the pump's efficiency and robustness. Below the text is a video player showing a Pfeiffer Vacuum ACP90 pump. The video player has a play button and the text 'Klicken und Video ansehen!'. The bottom of the image shows a pink abstract graphic.

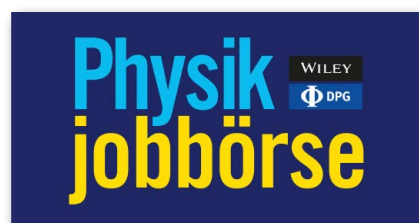
Job Fairs

If you are looking for physicists, the Job Fairs presented by Wiley-VCH and the DPG are the events to attend! We offer three different formats that have already been successfully run several times:

- a Job Fair as an in-person event at the DPG Spring Meetings
- Virtual Job Fairs
- Job Fairs in combination with an Advertorial

Marketing for the Job Fairs

- Print Advertisements (e. g. Physik Journal)
- Editorial announcement on pro-physik.de
- Banner in the physics E-Newsletter with a total of 38,000 recipients
- Stand Alone physics newsletter
- Cover letter of the DPG to all relevant DPG members



Job Fair as a presence event at the DPG Spring Meetings

The German Physical Society (DPG) is the world's largest professional society with approximately 50,000 members and organizes the DPG Spring Meetings every year.

The well-known and successful DPG Job Fair is held here as an on-site event. A limited number of presentations (slots) are available each day. Companies, institutes and consulting companies present their career opportunities and entry-level opportunities.

More than 5,300 physicists are expected in Regensburg, 1,300 in Hannover and 1,200 in Mainz.

Experience has shown that all job fairs are very well attended.

Services:

- Slot: a room with technical equipment
- Meeting Point: a meeting point will be available on the day of your slot in Regensburg. Here you can talk to attendees and provide information material in a relaxed atmosphere throughout the day.

Your benefits: many interested students and young professionals in one place, a hosted event, and only a small time commitment by job providers.

Dates:

Hannover: March 02–04, 2027
Regensburg: March 16–18, 2027
Mainz: March 16–18, 2027

Registration deadline:

December 15, 2026

Rates:

€ 5,300 for one Job Fair
€ 9,500 for both Job Fairs
€ 14,250 for three Job Fairs



Virtual Job Fair

You can deliver your online audiovisual presentation as a live lecture or as a recorded version (on demand). The entire event lasts one hour: 30 minutes presentation and 30 minutes Q&A. Moderation is provided by the experienced Physik Journal team.

Services:

- Slot: proven technology, rehearsal for all speakers, experienced moderation
- Extensive marketing for interested parties
- Creation of a company website with logo and presentation
- If the webinar is recorded, it will be available for eight more weeks on pro-physik.de

Your benefits: precise reachability of your target group, little time required for organizers, no travel costs

Date in June:

June 08–10, 2027

Registration deadline:

April 12, 2027

Rate: € 5,300

Date in November:

November, 16–18, 2027

Registration deadline:

September 20, 2027



Job Fair in combination with Advertorial

An advertorial is offered to complement the events. Format: 1/1 page 4C.

- The advertorial will be placed prominently in the Physik Journal before the Job Fair.
- It can be designed in the form of an interview or as an recruitment advertisement.

• Two options are offered: The print data for the advertorial is supplied by your company or our editorial team creates the content and layout together with your company.

Rate: € 1,980 (instead of € 8,700) for each Advertorial

Recruiting

The personnel demand for physicists is very high in many companies. It is therefore advantageous for employers to regularly present themselves to the target group as an innovative and friendly company with interesting fields of activity.

In the Physik Journal, we offer the following options in addition to the classic job advertisements for recruiting:

- Image-advertisements
- Supplement and
- Advertorials

A mix of these three options offers an attractive variety in addressing your target audience.

Image-Advertisement

If you want to publish information about your company and career opportunities, then an image ad in the Physik Journal is the appropriate format. A large proportion of the readership are physics students and young professionals. In this way, you can reach your desired target group precisely.

Services

- Publication in the Physik Journal with a circulation of approx. 43,000 issues
- Publication on pro-physik.de within the e-paper of the Physik Journal
- Publication in the job market on pro-physik.de and in the E-Newsletter

Your benefits

- Direct access to your target audience
- Placement in a first-class editorial environment
- Valuable presentation

1/1 Image-advertisement

Size: 210 mm × 297 mm
Format: PDF-file with 300 dpi and 3 mm crop

Rate: € 8,700



Supplement (2 pages)

Would you like to present your company in more detail? Then choose the two-page supplement. You can present your company and your career opportunities on two pages in more detail. You can show your branding appropriately, let a young professional have his say or draw attention to a workshop.

Services

- Publication in the Physik Journal with a circulation of approx. 43,000
- Publication on pro-physik.de within the e-paper of the Physik Journal
- If you wish, we can print the supplement for you for a fee covering the printing costs

Your benefits

- Plenty of space for your presentation
- Thicker paper automatically stands out more
- Perfectly fitting your target group
- Placement in a first-class editorial environment



Supplement

2 pages as a PDF-file:
Size: 210 mm × 297 mm
Format: PDF-file with 300 dpi and 3 mm crop

Rate: € 8,700

Advertorial

The advertorial can take the form of an interview or a short article. There are two options: you can either provide us with a ready-made PDF or you can call on the professional support of the Physik Journal editorial team to create the advertorial for you. In this case, you provide us with text and images and we take care of the rest. You don't want to write the text yourself? No problem, the Physik Journal editorial team will be happy to support you. There are no limits to your creativity: for example, your advertorial could be an interview or maybe a report by a young professional.

Services

- Design of your advertorial by our layout team
- Correction of the text by the editorial team of the Physik Journal
- Publication in the Physik Journal with a circulation of approx. 43,000 issues
- Publication on pro-physik.de within the e-paper of the Physik Journal

Your benefits

- Can be created in the layout of the Physik Journal
- Has the effect of an independent editorial contribution
- Clearly differs from ads

Advertorial

- with editorial support
appr. 4,000 characters incl. spaces with one image or
appr. 3,100 characters incl. spaces with two images

Rate: € 8,900

- without editorial support
finished PDF-file with 300 dpi and 3 mm crop

Rate: € 8,700



Rates for entries in other physics journals
available upon request.

Rates | Technical Details

Format	Rate (€)
--------	----------

Banner advertisement (per Month)**

Leaderboard (728 x 90 px)*	1,890
Wide Skyscraper (160 x 600 px)*	1,760
Medium Rectangle (300 x 250 px)*	1,580

*A Large Mobile Banner (320 x 100 Pixel) must also be supplied for the mobile-optimized version.

** „run of site“: the banners are displayed across the entire website, including all subpages, rotating with other banners.

Physics E-Newsletter (4 newsletters)

Fullsize Banner (468 x 60 px)	2,320
Feature Newsletter (image, text + URL)	2,490

Product of the Month / Productinformation

Product of the Month	2,350
Productinformation Print + Online (Booking period 6 months) – 1 Portal	990
Productinformation Extension (6 months)	620

Webinar	10,000
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Videocast	1,500
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Content Ad	2,100
------------	-------

Content Premium-Package	5,120
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Top Feature Portal	2,930
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Calendar of events	550
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Job ads (4 weeks online)

2-in-1 package (online + E-newsletter)

Designed job ad	1,350
Designed job ad for PhD/Postdoc positions	920

Online

Text ad for PhD/Postdoc positions	520
-----------------------------------	-----

	Rate per mm height
3-in-1 package (online, E-newsletter + print)	
90 mm width	17.00
180 mm width	34.00
Top-Job Upgrade	300

Banner

Maximum file size for all file types is 200 kb.

Dimensions accepted:

- Leaderboard (728 x 90 px)*
- Wide Skyscraper (160 x 600 px)*
- Medium Rectangle (300 x 250 px)*

* additionally Large Mobile Banner (320 x 100 px) for the mobile-optimized version.

Accepted file formats:

- DoubleClick Tags
- GIF, JPG & PNG
- HTML5 <https://goo.gl/QY0EMJ>
- Third-party tags from DFP certified vendors found here: <https://goo.gl/1bjSmc>

HTML5 Guidelines

HTML5 requirements: <https://goo.gl/rYMVcf>
The Interactive Advertising Bureau (IAB) is an advertising business organization that develops industry standards, conducts research, and provides legal support for the online advertising industry. The IAB provides the following HTML5 Guidelines for Ad Designers & Creative Technologists: <http://www.iab.net/html5>

E-Newsletter Sponsoring

Full Size Banner (468 x 60 px)

- GIF, JPG & PNG (static image for newsletter ads)

Feature Newsletter

- Image (GIF, JPG & PNG; 760 x 470 px)
- Headline max. 55 characters
- Text max. 220 characters
- Web-Link

Product of the Month/Productinformation

- Image (TIF, JPG & EPS; min. 300 dpi)
- max 1,600 characters
- Web-Link
- E-Mail link

Content Ad

- Image (GIF, JPG & PNG; 760 x 470 px)
- Headline max. 55 characters
- Teasertext max. 220 characters
- Web-Link

Content Premium-Package

- Details please see page 6

Top Feature Portal

- Headline
- Teaser text (max. 150 characters)
- Text (max. 4,000 characters – please formulated factually and neutrally)
- At least 1 image (665 x 450 px; max. 250 KB), further images possible (format as above)
- Captions with exact assignment to the images
- Target URL if possible

Calendar of events

- Name, location, date and time of the event
- Image (GIF, JPG & PNG; 760 x 470 px)
- Teasertext max. 220 characters
- Text max. 2,000 characters
- Web-Link

WebSeminar/Videocast/List of suppliers

These formats are not standardized.
Please contact us for technical details.

All Rates are subject to the statutory VAT.

The new Rate list comes into effect on October 01, 2026 and supersedes all previous Rate lists.

Advertising and Reprint Production Terms and Conditions

Definitions

1. In these terms and conditions:

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

ADVERTISING TERMS

- 2. In submitting Advertising to Wiley, the Customer grants Wiley a worldwide, royalty-free, irrevocable licence to publish and print the Advertising as set out in the Booking Confirmation as well as the right to sub-license all such rights to any third-party provider.
- 3. Wiley will, or will instruct its affiliates to, use commercially reasonable efforts to publish the Advertising in the format and in the position as set out in the Booking Confirmation, however all Advertising is subject to editorial approval and Wiley reserves the right to vary the placement of Advertising within a print product or online site or digital product when necessary.
- 4. Wiley reserves the right at any time to refuse or withdraw from publication Advertising which is not in accordance with the specifications provided in the Booking Confirmation, these Terms or is otherwise inappropriate in Wiley's sole and reasonable discretion. Notwithstanding the foregoing, Wiley has no obligation to review or approve Advertising copy (for compliance, appropriateness, or otherwise). Wiley may publish the Advertising with a heading ‘Advertising’ or in some other manner to distinguish the advertising material from editorial material. If and to the extent that the Advertising does not conform to Wiley's then-effective production specifications, Wiley reserves the right to make technical modifications as necessary to conform to such specifications.
- 5. If Wiley is creating advertising copy on behalf of the Customer, Wiley will provide final copy for the Customer's approval by email.
- 6. Customer is solely responsible for compliance with all laws, standards, industry codes and other binding guidelines as to the content of the Advertising, whether created by Wiley on its behalf or provided to Wiley, including but not limited to all applicable medical advertising regulations.
- 7. The Customer will supply an authorised Purchase Order or Insertion Order to Wiley for Print Advertising and Online Advertising. Advertising bookings cannot be reserved without receipt of the aforementioned documents. Orders for booking of Online Advertising must be received at least 7 business days in advance of the proposed first run date. Wiley cannot guarantee that orders received after this time will be fulfilled. Customer shall book Online Advertising on a monthly basis unless otherwise expressly set out in the Booking Confirmation. Publication dates specified in the rate cards may be subject to changes at the discretion of Wiley; new publication dates will be communicated to the Customer prior to publication, at point of order confirmation where possible.
- 8. The Customer must submit the required copy for Print Advertising on the material submission date as set out in the Booking Confirmation (“Materials Due Date”). If a Customer fails to provide the Print Advertising copy for a confirmed booking by the Materials Due Date, the Customer may be charged for Print Advertising unless a cancellation has been approved by Wiley in writing. If Wiley accepts copy for the Print Advertising after the Materials Due Date, Wiley makes no representations that Print Advertising will be published and the Customer will have no claim against Wiley for credit or republication in the event of non-publication, or if the Print Advertising is published in another manner or format than as set out in the Booking Confirmation.
- 9. Customer must submit Print Advertising copy in compliance with the artwork and data specifications as set out in the Booking Confirmation, or as previously provided by Wiley in relation to the particular publication.
- 10. Customer shall deliver and shall be solely responsible for providing to Wiley all of the text, pictures, graphics, sound, video, programming code and other media which comprise the graphic or html file that comprises the Online Advertising in conformance with Wiley's delivery specifications.
- 11. Wiley makes no guarantees as to the number of visitors to any Wiley site or digital product or the number of impressions at any Wiley site or digital product, unless such guarantees are expressly made in writing by Wiley in the Booking Confirmation. Any ‘impression goals’ or the like provided are non-binding. Online Advertising described in the Booking Confirmation as ‘100% sponsorships’ will not be subject to any impression or viewability guarantees.
- 12. Wiley will provide reporting at the end of the Online Advertising campaign, or otherwise as requested within a reasonable time of request, to give details of Online Advertising performance (i.e. impressions, clicks). Real time transparency of campaigns can be managed by the Customer by using Google Ad Manager.

13. Unless specifically set out in the Booking Confirmation and agreed in writing by Wiley, Online Advertising will not be behind a registration barrier. The Customer acknowledges that Online Advertising placed on Wiley Online Library will be viewable by both subscribers and non-subscribers to Wiley Online Library. For the avoidance of doubt, Print Advertising may be viewable by non-subscribers to journals or periodicals.

14. In relation to Online Advertising to be included in email alerts to subscribers and other authorised users of Wiley's products (“Email Alerts”), Wiley cannot guarantee the send date of any Email Alert advertising unless otherwise expressly agreed in the Booking Confirmation.

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

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

- (a) publication of any Advertising (including any Advertising copy that is created by Wiley on behalf of the Customer which has been approved by Customer) in the manner set out in the Booking Confirmation will not breach or infringe any copyright, patent, trademark, trade secret or obligation of confidentiality or privacy, any law of defamation or obscenity, or any relevant law or regulation concerning advertising or promotions, including any medical advertising laws, industry codes or regulations;
 - (b) the Customer has the right to grant the licence to Wiley to use the Advertising as contemplated by these Terms;
 - (c) the Advertising is accurate, truthful and non- deceptive and does not violate any laws regarding false advertising;
 - (d) the Advertising does not violate any other applicable law, statute, ordinance or regulation, including without limitation any laws and regulations governing export control;
 - (e) the Advertising is not and does not contain content that is lewd, pornographic or obscene, excessively profane, racist, ethnically offensive, threatening, infringing, excessively violent, libellous, gambling-related, or promote any discriminatory activity, promote illegal drugs or arms trafficking, create a risk to a person's safety or health, compromise national security or interfere with an investigation by law enforcement officials or is offensive, misleading, deceptive or destructive, and does not promote, advocate or facilitate terrorism, terrorist-related activities or violence;
 - (f) Online Advertising does not create, facilitate the creation of or exploit any security vulnerabilities in a user's computer, promote programs which compensate or provide incentives to users for clicking ads or offers, performing searches, surfing websites or reading emails or contain viruses, trojan horses, worms, time bombs, cancelbots or other harmful or deleterious programming routines whether similar or dissimilar to the foregoing; and
 - (g) Customer has obtained written consent to display the name or image of any living person in any Advertising.
17. The Customer acknowledges that in relation to Advertising, Wiley makes no representation or warranty (i) that any publication of any Advertisement will be confined to persons resident in various countries (ii) of the exact number of page impressions that will be delivered, (iii) regarding the quality of reproduction of the Advertisements; or (iv) as to the availability of any Online Advertising site or digital product.
18. In addition to the Terms, the following clauses of the standard terms and conditions of the Interactive Advertising Bureau for Media Buys of Less than One Year (“[IAB Terms](#)”) will apply to all Online Advertising services, with Wiley being the ‘Media Company’ and Customer being the ‘Agency’ and ‘Advertiser’ (unless the Customer is a media agency booking advertising on behalf of a customer in which case it will be the Agency, with its customer being the Advertiser):
- (a) Section II (Ad Placement and Positioning);
 - (b) Section IV (Reporting) (excluding clause IV(b));
 - (c) Section XII (Non-Disclosure, Data Usage and Ownership, Privacy and Laws)
 - (d) Section XIII (Third Party Ad Serving and Tracking)

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

REPRINT TERMS

- 19. A Reprint Quotation will be provided to the Customer by Wiley. The Customer must provide a Purchase Order or return the Reprint Quotation and provide all relevant details in order to submit an order for producing the Reprint and in doing so, the Customer agrees to be bound by these Terms. Wiley may issue a Booking Confirmation to confirm the Order.
- 20. The Reprints are solely for the use of the Customer and may not be re-sold, posted on the internet (other than as permitted for ePrints in the format specified by Wiley) or reproduced in any other format or media without the express written permission of Wiley and payment of the appropriate licence fee. The Reprints must not be amended or modified in any way after delivery. If the Customer wishes to append or add any material to a Reprint it shall inform Wiley at the time of making the order and pay any additional fees charged by Wiley. Wiley reserves the right to accept or decline any such request in its sole discretion.
- 21. For ePrints, the Customer will be provided with a link and is entitled to the number of downloads of ePrints, as specified in the Reprint Quotation and/or Booking Confirmation. The Customer may opt to pay a premium price and have a print download option on ePrints if confirmed in the Booking Confirmation.
- 22. Wiley will use commercially reasonable efforts to deliver the Reprints by the date specified by the Customer (if any) in the accepted Reprint Quotation, however Wiley will not be liable for any non-delivery or late delivery.
- 23. It is the responsibility of the Customer to notify Wiley in writing of any damage or shortage within 30 days of the date of actual delivery of physical Reprints to the Customer. Wiley will take no responsibility for any damage or shortage notified after this period has expired.

Advertising and Reprint Production Terms and Conditions

PRICING

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

CANCELLATION

26. If the Customer wishes to cancel Advertising after the provision of an Insertion Order or Purchase Order, the Customer must immediately notify Wiley in writing. For Print Advertising, the Customer may, at Wiley's discretion, still be liable for any charges where cancellation requests are received after the Materials Due Date for that Advertising. For Online Advertising, unless the Booking Confirmation has specified that such Online Advertising is non-cancellable, the Customer may cancel Online Advertising on 14 days' written notice to Wiley with no penalty, provided that the Customer shall pay all fees for all Advertising within the 14-day notice period up until the effective date of termination and if there are any custom content or development for any Advertising, the Customer shall pay for the provision of all services performed up to the effective date of termination.
27. On receipt of a cancellation request, Wiley will use reasonable commercial endeavours to ensure the Advertising is not published or for Online Advertising, that it is withdrawn, however Wiley will not be liable for any loss or damage that may be occasioned by the publication of Advertising cancelled by the Customer after the Materials Due Date or Insertion Order is received.
28. Reprint cancellations will be subject to a cancellation fee based on the value of the total order (excluding shipping and expedited delivery charges) and the point in the production process which has been reached at the time Wiley receives the cancellation:

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

GENERAL TERMS

29. If a Customer breaches these terms, fails to pay for Advertising or Reprints, enters into bankruptcy or where it is a corporation or other legal entity, passes a resolution for administration, winding up or liquidation, has a receiver or manager appointed, or enters into an arrangement with its creditors other than in the ordinary course of business, or any other event occurs or proceeding is taken with respect to the Customer in any jurisdiction which has an effect equivalent or similar to any of the events mentioned, then Wiley may, in its sole discretion and without limitation:
- cancel any provision of credit to Customer;
 - require cash pre-payment for further orders until all outstanding debt is paid in full or Wiley determines that the initial insolvency event has ceased to occur;
 - cease publication of further Advertising or terminate an agreement for Advertising;
 - withhold any discounts or rebates previously granted to the Customer; or
 - exercise any other rights at law or equity.

30. Wiley will send invoices to the Customer at the address provided. Should a Purchase Order number be a prerequisite for payment of invoice, the Customer must supply this at the point of confirming the order. All delivery addresses must be accompanied by a contact name and telephone number, as well as a VAT number (relative to the country on the invoice address) or other business identifier or information as may be required by Wiley (eg. GST registration, W9 form) as notified by Wiley. Please note that Wiley is unable to accept any PO Box addresses.
31. Prices are shown exclusive of GST, VAT and other sales taxes, unless otherwise expressly indicated by Wiley in writing. Prices are also exclusive of all handling, packing, freight, shipping, customs duties, levies, import duties and insurance charges unless otherwise agreed in writing. Amounts received will be free from and clear of any other taxes imposed by any tax authority, such as withholding tax, and if, for some reason, such amounts are subject to any withholding tax or other relevant taxes, then the Customer is liable to pay such tax and Wiley will receive the full amount set out in the Booking Confirmation.
32. Customer shall pay all invoices in full will be made within 30 days of the date of an invoice, unless otherwise agreed in writing between the Parties.
33. If the Customer fails to make any payment due to Wiley under this Agreement by the due date, then, without limiting Wiley's remedies, the Customer shall pay interest on the overdue amount at a rate which will be the lesser of: (i) 0.5% per month, such interest to accrue on a daily basis from the due date until actual payment of the overdue amount, whether before or after judgement; or (ii) any relevant maximum statutory rate allowable in the jurisdiction where the Wiley entity is located, such interest to accrue in accordance with the relevant statutory provisions. Customer shall pay the interest together with the overdue amount.
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35. Customer will indemnify Wiley and its officers, employees, contractors and agents against any costs, expenses (including reasonable attorney's fees), losses, damages and liability suffered or incurred by them arising from the Customer's breach of these Terms and any negligent or unlawful act or omission of the Customer in connection with the Advertising or use of the Reprints.
36. Wiley will not be liable for any delay or failure to publish Advertising or to deliver Reprints caused by a factor outside Wiley's reasonable control (including, without limitation, war; civil disorder; strike; flood; fire; storm; accident; terrorism; governmental restriction; infectious disease; epidemic; pandemic; public health emergency; embargo; power, telecommunications or Internet failures; damage to or destruction of any network facilities; the enactment of any law, executive order, or judicial decree; or any other circumstance beyond Wiley's control whether similar or dissimilar to the foregoing).
37. Wiley will retain copyright and all other intellectual property rights and proprietary rights in Wiley's publications, proposals, and products and services. Customer acknowledges and agrees that Wiley may process Customer's personal data, including storing or transferring data outside of the country of Customer's residence, in order to process transactions related to these Terms and to communicate with Customer, and that Wiley has a legitimate interest in processing Customer's personal data. Wiley will comply with all applicable laws, statutes and regulations relating to data protection and privacy and will process such personal data in accordance with Wiley's Privacy Policy located at: www.wiley.com/privacy.
38. By submitting an order for Reprints and/or Advertising in the manner set out above, the Customer agrees to be bound by these Terms. In the event of any conflict, the order of precedence will be as follows: (i) these Terms, (ii) Booking Confirmation, (iii) Insertion Order or Purchase Order signed by both parties. Where general terms and conditions of business are proposed by the Customer, those will not have any application unless signed by Wiley.
39. All warranties and indemnities stated in these Terms will survive the termination of any arrangement or contract which is subject to these Terms.
40. The law of the corporate domicile of the Wiley entity which issues the Booking Confirmation and invoice to the Customer will govern these Terms, without regard to conflict of law rules. The parties agree to submit to the exclusive jurisdiction of the courts located in the corporate domicile of the aforesaid Wiley entity for the adjudication of all disputes arising in connection with these Terms.

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