Physik Journal

Short description

Physik Journal is the official publication of the Deutsche Physikalische Gesellschaft (DPG). Of the approximately 52,000 members, about 50,000 receive the print edition, the others have chosen the e-edition. Physik Journal is with its 11 monthly issues and 2 specials the most important physics journal in German-speaking countries. The readers are physicists in academia and non-academic research institutes, in industry, banks, insurances and consultancies.

Physik Journal reports on advances and new developments in physics, on applied physics and technology. The monthly issues contain regular sections such as High Tech, overviews, everyday physics, recensions and professional portrait. Each issue has a special focus, plus application reports and product information relating, for example, to the fields of lasers, optics and photonics and events as well as the DPG spring meetings. The section product reports/companies, a list of suppliers and the job market complement the wide range of information.

The online version of Physik Journal is part of www.pro-physik.de, the leading German-language expert portal for all areas of physics with daily updates on industry, technology, research and academia. Products from the sectors lasers, metrology, nanotechnology, optics and photonics, software and vacuum technology complete the offer.

Overview

Publication Frequency
11 times a year, and 2 special issues

Volume
Volume 23, 2024

Print Run
50,000

Commercial Manager
Jörg Wüllner

Senior Account Manager
Alexandra Wojtanowska

Editorial
Dr. Maike Pfalz

Annual Subscription
upon request
cs-germany@wiley.com

ISSN
1617-9439

Journal Format
DIN A4
## Analysis

### Print-Run Analysis

<table>
<thead>
<tr>
<th>Description</th>
<th>Copies</th>
</tr>
</thead>
<tbody>
<tr>
<td>Print run</td>
<td>47,832</td>
</tr>
<tr>
<td>Actual distributed print run</td>
<td>47,757</td>
</tr>
<tr>
<td>of which abroad</td>
<td>3,086</td>
</tr>
<tr>
<td>of which for members</td>
<td>47,505</td>
</tr>
<tr>
<td>Rest, archived, proofs</td>
<td>75</td>
</tr>
</tbody>
</table>

Average copies per issue (1 July 2022 through 30 June 2023)

### Scope Analysis 2022 = 11 issues

<table>
<thead>
<tr>
<th>Category</th>
<th>Pages</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total content</td>
<td>1,068</td>
<td>100.0</td>
</tr>
<tr>
<td>Editorial</td>
<td>769.3</td>
<td>72.0</td>
</tr>
<tr>
<td>Advertising</td>
<td>298.7</td>
<td>28.0</td>
</tr>
<tr>
<td>of which</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Jobs</td>
<td>12.8</td>
<td>4.3</td>
</tr>
<tr>
<td>Inserts</td>
<td>24</td>
<td>8.0</td>
</tr>
<tr>
<td>Publisher's own ads/inserts</td>
<td>50.7</td>
<td>17.0</td>
</tr>
</tbody>
</table>

### Content Analysis of the Editorial Part 2022 = 769 pages

<table>
<thead>
<tr>
<th>Category</th>
<th>Pages</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>News</td>
<td>138</td>
<td>17.9</td>
</tr>
<tr>
<td>Focus</td>
<td>38</td>
<td>4.9</td>
</tr>
<tr>
<td>Expert articles</td>
<td>140</td>
<td>18.9</td>
</tr>
<tr>
<td>Education and Career/Forum</td>
<td>32</td>
<td>4.2</td>
</tr>
<tr>
<td>Opinions/Letters</td>
<td>15</td>
<td>2.0</td>
</tr>
<tr>
<td>People</td>
<td>73</td>
<td>9.5</td>
</tr>
<tr>
<td>Congress reports</td>
<td>18</td>
<td>2.3</td>
</tr>
<tr>
<td>Recensions</td>
<td>26</td>
<td>3.4</td>
</tr>
<tr>
<td>DPG news</td>
<td>110</td>
<td>14.3</td>
</tr>
<tr>
<td>Product information/Company news</td>
<td>50</td>
<td>6.5</td>
</tr>
<tr>
<td>Other</td>
<td>129</td>
<td>16.8</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>769</td>
<td>100.0</td>
</tr>
</tbody>
</table>
### Analysis DPG

**Facts and figures**
The DPG has got 52,220 members. 140 members are institutional members (institutes, libraries, schools, companies). The remaining members (99.7 %) are personal members. 6.8 % of the personal members live abroad. The portion of women is 15.6 %. The median of the age of the members is 38.5 years, the average 41 years.

<table>
<thead>
<tr>
<th>Category</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>PhD students, assistents</td>
<td>32.6 %</td>
</tr>
<tr>
<td>Students</td>
<td>23.8 %</td>
</tr>
<tr>
<td>Industrial physicists</td>
<td>13.4 %</td>
</tr>
<tr>
<td>Physicists working in non-university research</td>
<td>9.2 %</td>
</tr>
<tr>
<td>Members from publicity campaigns</td>
<td>6.4 %</td>
</tr>
<tr>
<td>Physicists working in other sectors (self-employed, Consulting, Banks and Software)</td>
<td>6.3 %</td>
</tr>
<tr>
<td>Professors</td>
<td>5.1 %</td>
</tr>
<tr>
<td>Teachers and teacher trainees</td>
<td>4.7 %</td>
</tr>
<tr>
<td>Physicists working in the sector of scientific organisation and administration</td>
<td>1 %</td>
</tr>
</tbody>
</table>

6.7 % of the personal members live abroad. The portion of women is 15.2 %. The median of the age of the members is 36 years, the average 39.7 years.

**Age Structure of DPG**

In the chart, the age structure of DPG is shown. Because of the relatively low number of DPG members below 10 years service, the cohorts between 0–9 and 10–19 years are summed up. The share of male members is depicted in blue, whereas the female share is in green. Most DPG members are younger than 40 years old. In this segment, the share of female physicists is much higher than the total average.
Prices & Formats

Advertisements | Width / height (mm) | Price €
---|---|---
1/1 Page | 186 x 260 | 8,750
2/3 Page | 128 x 254 | 7,250
2/3 Page | 186 x 168 | 7,250
Juniorpage | 128 x 190 | 5,850
1/2 portrait | 99 x 254 | 5,460
1/2 landscape | 186 x 128 | 5,460
1/3 portrait | 52 x 254 | 4,550
1/3 landscape | 186 x 85 | 4,550
1/4 portrait | 90 x 128 | 3,760
1/4 landscape | 186 x 64 | 3,760
1/8 portrait | 90 x 64 | 2,950
1/8 landscape | 186 x 32 | 2,950

These formats and rates are not applicable to job ads. Please refer to page 7.

Prominent Positioning

2nd or 4th cover | 185 x 260 | 9,350

Surcharges

Ads extending into bleed area | | 520

Surcharges are not eligible for discount

Inserts | Width / height (mm) | Price €
---|---|---
1 sheet = 2 pages* | 210 x 297 | 8,750
2 sheets = 4 pages* | 420 x 297 | 13,125

Price for inserts without stuck-on post cards or samples for the entire print run

* Head: 5 mm; Foreedge: 3 mm; Foot + right: min. 3 mm

Loose Inserts | Weight | Price €
---|---|---
loosely inserted up to 25 g per item and up to a format of 200 x 287 mm (only for German distribution) per 1000 | up to 25 g | 320
Part of Print-run 25 % surcharge
Heavier supplements upon request

Stuck-on postcards | | 3,760

Discounts

for several ads within 12 months (year of insertion)

3 Advertisement | 5%
6 Advertisement | 10%
9 Advertisement | 15%
12 Advertisement | 20%

Jobs and opportunities ads are not eligible for discount

We grant combination discounts.
Requirements: At least three ads in two or more journals.
Min. Size 1/4 page DIN A4. Within 12 months (year of insertion).

Terms of Payment:
Payment within 30 days without deduction.

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

VAT-Id.No.: DE136766623
Tax No.: 47020/29082

All prices are subject to the statutory VAT.
The new price list comes into effect on 1 October 2023 and supersedes all previous price lists.
## Formats

<table>
<thead>
<tr>
<th>Page</th>
<th>Type Area/Bleed Size</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>1/1</strong></td>
<td>Type Area/Bleed Size</td>
</tr>
<tr>
<td><strong>1/2</strong></td>
<td>Type Area/Bleed Size</td>
</tr>
<tr>
<td><strong>Juniorpage</strong></td>
<td>Type Area/Bleed Size</td>
</tr>
</tbody>
</table>

### 1/1 Page
- **Type Area:**
  - portrait: 186 x 254 mm
  - landscape: 186 x 260 mm
- **Bleed Size:**
  - portrait: 210 x 297 mm
  - landscape: 210 x 297 mm
  + 3 mm Overlap on all sides
- **Final Size:**
  - 216 x 303 mm

### 1/2 Page
- **Type Area:**
  - portrait: 99 x 254 mm
  - landscape: 186 x 128 mm
- **Bleed Size:**
  - portrait: 109 x 297 mm
  - landscape: 210 x 151 mm

### Juniorpage
- **Type Area:**
  - classic: 90 x 128 mm
  - landscape: 186 x 90 mm
- **Bleed Size:**
  - classic: 109 x 88 mm
  - landscape: 210 x 56 mm

---

Please provide advertisements in bleed size with 3 mm overlap on all sides.
Prices & Formats

Products and Suppliers:
Each issue of Physik Journal contains a list of suppliers for all fields of physics. Entries are charged by printed line. The online version on www.pro-physik.de is free of charge.
1 printed line is approx. 2 mm high and 34 mm wide and includes around 25 characters. Logos are converted to lines according to print size.

<table>
<thead>
<tr>
<th>Products and Suppliers</th>
<th>Price €</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 printed line per rubric and issue</td>
<td>11.40</td>
</tr>
<tr>
<td>Annual rate for 11 issues</td>
<td>125.40</td>
</tr>
</tbody>
</table>

Discounts
- For at least 6 rubrics: 5%
- For at least 12 rubrics: 10%
- For at least 18 rubrics: 15%

Conditions
- List of supplier entries run until canceled.
- Minimum booking is for one year (= 11 issues).
- Additions are possible at the start of each quarter.
- Invoiced quarterly with the first issue in the quarter.
- Cancellation possible each quarter to the end of the following quarter.

Services Print and Online

Physik Journal circulation per issue: 50,000
Unique visits pro-physik.de each month: 43,000
Page impressions each month: 76,000

Source: Plausible
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 a presence event at the DPG Spring Conferences
• 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 newsletter with a total of 31,000 recipients
• Separate physics newsletter
• Cover letter of the DPG to all relevant DPG members

Marketing to generate participants at the High Tec Job Fair also focuses on young professionals and professionals.

Job Fair as a presence event at the DPG Spring Conference

The German Physical Society (DPG) is the world’s largest professional society with more than 52,000 members and organizes the DPG Spring Meetings every year. The well-known and successful DPG Job Fair is held here as an attendance event. A limited number of presentations (slots) are available each day. Companies, institutes and consulting firms present their career opportunities and entry-level opportunities. More than 6,000 physicists are expected in Berlin and 1,500 in Freiburg. Experience has shown that both 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 Berlin (community booth). 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:
Berlin: 19. – 21. 3. 2024
Freiburg: 12. – 14. 3. 2024
Registration deadline: 15. 12. 2023

Prices:
€ 5,300 for one Job Fair
€ 9,500 for both 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:
24. – 27. 6. 2024
Registration deadline: 8. 4. 2024

Price: € 5,300

Date in November:
18. – 21. 11. 2024
Registration deadline: 16. 9. 2024

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.
• 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.

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

• It can be designed in the form of an interview or as an recruitment advertisement.
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. 50,000 issues
- Publication on pro-physik.de within the e-paper of the Physik Journals
- Publication in the job market on pro-physik.de and in the eNewsletter

**Your benefits**
- Perfectly fitting your target group
- 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
**Price:** € 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. 50,000
- Publication on pro-physik.de within the e-paper of the Physik Journals
- 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
**Price:** € 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 staff of the Physik Journal
- Publication in the Physik Journal with a circulation of approx. 50,000 issues
- Publication on pro-physik.de within the e-paper of the Physik Journals

**Your benefits**
- Can be created in the layout of the Physics Journal
- Has the effect of an independent editorial contribution
- Clearly differs from ads

**Advertorial**

- with editorial support,
  ca. 4,000 keystrokes incl. spaces with one image or
  ca. 3,100 keystrokes incl. spaces with two images
**Price:** € 8,900
- without editorial support
  finished PDF-file with 300 dpi and 3 mm crop
**Price:** € 8,700
Prices & Formats

Job ads in the print issue of Physik Journal

<table>
<thead>
<tr>
<th>Jobs</th>
<th>Width (mm)</th>
<th>Rate € / mm Height</th>
</tr>
</thead>
<tbody>
<tr>
<td>Job Ads</td>
<td>90</td>
<td>17.00</td>
</tr>
<tr>
<td></td>
<td>180</td>
<td>34.00</td>
</tr>
</tbody>
</table>

Surcharges

Price € per color (CMYK)

4c  1,680

Surcharges are not eligible for discount

Job ads are additionally published online free of charge analogous to the printed version. The ads appear on jobs.pro-physik.de for 4 weeks. And, thirdly, the ads are presented in 2 mailings of the Physik-Newsletter.

Job adverts online

The job adverts run 4 weeks on jobs.pro-physik.de, the designed job adverts are additionally listed in 2 mailings of the Physik-Newsletter.

Format

Price €/4 weeks

Online + Newsletter

Designed job ad 1,350

Designed job ad for PhD/Postdoc positions 920

Online

Text ad for PhD/Postdoc positions 600

Upgrade to top job/ highlighted placement + 4 mailings of the Physik-Newsletter 300
## Dates & Contents

<table>
<thead>
<tr>
<th>Issues</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>January</td>
<td>February</td>
<td>March</td>
<td>April</td>
</tr>
<tr>
<td>Publishing date</td>
<td>08 January 2024</td>
<td>01 February 2024</td>
<td>01 March 2024</td>
<td>02 April 2024</td>
</tr>
<tr>
<td>Advertising deadline</td>
<td>06 December 2023</td>
<td>05 January 2024</td>
<td>05 February 2024</td>
<td>04 March 2024</td>
</tr>
</tbody>
</table>

### TRADE SHOWS CONFERENCES

**SPIE Photonics West**  
San Francisco, CA, USA  
January 27 - February 01

**DPG-Spring Meetings**  
Greifswald, Germany  
February 26-29

**DPG-Spring Meetings**  
Karlsruhe March 04-08  
Gießen March 11-15  
Freiburg March 11-15  
Berlin March 17-22

**SPIE Photonics Europe**  
Strasbourg, France  
April 07-11

**PUMPS & VALVES 2024**  
Dortmund, Germany, February 21-22

**analytica**  
Munich, Germany, April 09-12

**AKL’24**  
Aachen, Germany, April 17-19

**Hannover Messe**  
Hanover, Germany, April 22-26

**Control**  
Stuttgart, Germany, April 23-26

### TOPICS

<table>
<thead>
<tr>
<th></th>
<th>Biophysics</th>
<th>Solid State Physics</th>
<th>DPG Meetings</th>
<th>Nuclear Physics</th>
</tr>
</thead>
</table>

### PRODUCTS/COMPANIES

- Optics
- Laser
- Software
- Vacuum Technology
- Metrology
- Nanotechnology
- Special DPG-Spring Meetings:
  - User reports
  - Featured products
  - with Company Profiles
- Photonics
- Metrology
- Software

### TRADE SHOWS CONFERENCES

**International Issue in English**

**Optatec**  
Frankfurt, Germany  
May 14-16

**SLT’24**  
Stuttgart, Germany  
June 04-05

**Sensor + Test**  
Nuremberg, Germany  
June 11-13

**SMTconnect**  
Nuremberg, Germany  
June 11-13

**European Vacuum Conference (EVC)**  
Manchester, UK  
June 24-28

### TOPICS

<table>
<thead>
<tr>
<th></th>
<th>Nuclear Physics</th>
<th>Laser / Optics</th>
<th>Astrophysics</th>
</tr>
</thead>
</table>

### PRODUCTS/COMPANIES

- Laser
- Optics and Photonics
- Metrology
- Vacuum Technology
- Nanotechnology
- Software
- Optics
- Photonics
- Process Control
- Laser
- Metrology
- Vacuum Technology
- Sensor Technology
- Vacuum Technology
- Process Control
# Dates & Contents

## Issues

<table>
<thead>
<tr>
<th>Issues</th>
<th>8–9 August–September</th>
<th>10 October</th>
<th>Special Issue Best of October</th>
<th>11 November</th>
<th>12 December</th>
</tr>
</thead>
<tbody>
<tr>
<td>Publishing date</td>
<td>02 September 2024</td>
<td>01 October</td>
<td>23 October 2024</td>
<td>04 November</td>
<td>02 December</td>
</tr>
<tr>
<td>Advertising deadline</td>
<td>06 August 2024</td>
<td>04 September</td>
<td>25 September 2024</td>
<td>07 October</td>
<td>05 November</td>
</tr>
</tbody>
</table>

## Trade Shows & Conferences

<table>
<thead>
<tr>
<th></th>
<th>2024 PSE Erfurt, Germany September 02–05</th>
<th>2024 Vision Stuttgart, Germany October 08–10</th>
<th>Special Issue in German</th>
<th>2024 COMPAMED Dusseldorf, Germany November 11–14</th>
</tr>
</thead>
<tbody>
<tr>
<td>AMB Stuttgart</td>
<td>Stuttgart, Germany September 10–14</td>
<td>Motek Stuttgart, Germany October 08–11</td>
<td></td>
<td>MEDICA Dusseldorf, Germany November 11–14</td>
</tr>
<tr>
<td>W3+ Fair Jena</td>
<td>Jena, Germany September 25–26</td>
<td>Fakuma Friedrichshafen, Germany October 15–19</td>
<td></td>
<td>SEMICON Europa Munich, Germany November 12–15</td>
</tr>
<tr>
<td>EuroBLECH Hanover</td>
<td></td>
<td></td>
<td></td>
<td>sps smart production solutions Nuremberg, Germany November 12–15</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>electronica Munich, Germany November 12–15</td>
</tr>
</tbody>
</table>

## Topics

<table>
<thead>
<tr>
<th>TOPICS</th>
<th>DPG Prizes</th>
<th>Quantum Optics</th>
<th>Quantum Technologies</th>
<th>Nobelprizes</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

## Products/Companies

<table>
<thead>
<tr>
<th>PRODUCTS/COMPANIES</th>
<th>· Vacuum Technology · Optics · Laser · Surface Technology</th>
<th>· Laser · Optics and Photonics · Metrology · Vacuum Technology · Nanotechnology · Software</th>
<th>· Optics · Process Control · Software</th>
<th>· Metrology · Photonics · Surface Technology</th>
</tr>
</thead>
</table>
Technical Details

Journal format
210 x 297 mm (WxH), DIN A4
186 x 260 mm (WxH), type area

Printing and binding
Offset, adhesive
Print profile: ISO Coated_v2_300 (39L) L

Colors
Euroscale

Delivery via e-mail:
sedam@wiley.com

Only the following file formats can be processed:
PDF (.pdf) created with print optimization.
EPS (.eps)
Tiff or JPG (non-compressed)

Unsecured files:
Photoshop
InDesign

Please note the following:
The document names (including the images) may not contain umlauts, spaces or special characters.

The images, logos and fonts used in the advert are to be delivered with the unsecured files.

The documents may not contain any images or colors in RGB mode (only in CMYK), otherwise a binding color separation is not possible.

Grayscale (b/w) and 4-color images and figures must have a minimum resolution of 300 dpi, line drawing at least 600 dpi.

We accept all normal data media.

Delivery via E-Mail
sedam@wiley.com

WILEY-VCH GmbH
Silvia Edam
Boschstraße 12
69469 Weinheim, Germany
Tel.: +49 (0) 6201 606-570
pro-physik.de is the leading German-language expert portal for all areas of physics. Each day it is updated with news and articles from industry, technology, research and academia, as well as from the DPG (Deutsche Physikalische Gesellschaft; German Physical Society).

A comprehensive job market, list of suppliers with full search functionality and product information round off the offering.

pro-physik.de users mainly come from industry, research institutes and universities. The portal records 43,000 unique visits and 76,000 page impressions per month.

We will be happy to provide further information about online advertising options on pro-physik.de

---

**Product of the Month**

Information about your product along with your company's name and a picture is presented on all pages (except job ads section) on the pro-physik.de portal and in e-newsletters.

Additionally, your product highlight remains for a total of six months (4 weeks thereof on one of the first 4 positions) in the portal's product database.

And, thirdly, the product information features prominently in the corresponding monthly issue of Physik Journal (print run: 50,000).

Cost: € 2,200

**Webinar**

A Webinar is an audiovisual online presentation, 60 minutes long. The publisher supplies: Technology, presenter, acquisition of participants, recording available for 6 months on pro-physik.de, contact details of participants.

Cost per Webinar: € 12,980

---

**Banner**

<table>
<thead>
<tr>
<th>Banner format</th>
<th>Price €/Month</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leaderboard (728 x 90 px)</td>
<td>1,650</td>
</tr>
<tr>
<td>Wide Skyscraper (160 x 600 px)</td>
<td>1,600</td>
</tr>
<tr>
<td>Medium Rectangle (300 x 250 px)</td>
<td>1,450</td>
</tr>
<tr>
<td>Full Size Banner (468 x 60 px)</td>
<td>1,900</td>
</tr>
</tbody>
</table>

**Content Ad**

The content ad is prominently placed on the entry page of the portal and thus attracts much attention.

In the content ad you can present your product, service, or event as an advertorial, i.e., in editorial style. It contains an image or logo, a short text, and a direct link to your desired page.

You can also present your white paper with a teaser text, image, and a link.

Cost/month € 1,900

---

**Physik E-Newsletter**

The physics e-newsletter is published weekly.

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

The e-newsletters pro-physik.de (13,000 recipients) and Physik Journal (18,000 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.

Banner format: Full Size Banner (468 x 60 px) Price €1,900
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 for 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 contains 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 licenses and linked from a Wiley website, an email or a Customer website (“ePrints”).
   (g) “Reprint Quote” 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 form 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 for 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 ‘Advert’ 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-current production standards or 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. Customer will support the advertising’s on all media. Purchase Order or Insertion Order to Wiley for Print Advertising and Online Advertising. Advertising bookings cannot be released 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 repudiation 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 graphics or html file that comprises the Online Advertising in compliance 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 goal’ or the like provided are non-binding. Online Advertising described in the Booking Confirmation as ‘100% sponsorship’ 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 frame, 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 featured on a registration funnel. 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) will not infringe or infringe any copyright, patent, trademark, trade secret or obligation of confidentiality 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 applicable law, statute, ordinance or regulation, 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, ethically offensive, threatening, harassing, 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 tolerate any illegal activity;
   (f) Online Advertising does not create, facilitate the creation of or exploit any security vulnerabilities in a user’s computer, promote programs which compromise 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 Advertising will be confirmed 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 Advertising; 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 buying on behalf of a customer in which case it will be the Agency, with its customer being the Advertising):
   (a) Section IV (Ad Placement and Positioning);
   (b) Section VI (Reporting) (excluding clause 5(b));
   (c) Section VII (Non-Disclosure, Data Usage and Ownership, Privacy and Laws);
   (d) Section XIII (Third Party Advertising and Tracking).
19. 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

20. 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.
21. 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.
22. 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.
23. 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.
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 fulfillment.

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.

<table>
<thead>
<tr>
<th>English Language</th>
<th>Translations</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Point of Cancellation</strong></td>
<td><strong>% of order value excluding shipping &amp; expedited delivery fees</strong></td>
</tr>
<tr>
<td>Purchase Order / confirmed order received</td>
<td>5%</td>
</tr>
<tr>
<td>Order sent to printer / Proof completed</td>
<td>10%</td>
</tr>
<tr>
<td>Proof approved by customer</td>
<td>25%</td>
</tr>
<tr>
<td>ePrint created</td>
<td>35%</td>
</tr>
<tr>
<td>Copies printed / ePrint supplied</td>
<td>100%</td>
</tr>
</tbody>
</table>

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 proceedings 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:
(a) cancel any provision of credit to Customer;
(b) require such 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;
(c) cease publication of further Advertising or terminate an agreement for Advertising;
(d) withhold any discounts or rebates previously granted to the Customer; or
(e) 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 (e.g., GST registration, W9 form) as notified by Wiley. Please note that Wiley is unable to accept any PO Box address.

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 adjudication; 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.

34. Wiley excludes all implied conditions and warranties from these Terms, apart from any condition or warranty which cannot be excluded by the operation of law. Wiley limits its liability for any breach of any non-excludable condition or warranty, at Wiley’s option, to the repair of the Advertising or Reprint or the payment of the cost of the repair, subject to the foregoing. Wiley excludes all other liability to the Customer for any costs, expenses, losses and/or damages incurred in relation to any Advertising or Reprints produced by Wiley, howeversoever that liability arises. Wiley will not be liable for indirect or consequential losses, loss of profit, loss of revenue or loss of any business opportunity.

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 history of transfer of 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 laws 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.
Contact
Physik Journal · Boschstrasse 12 · 69469 Weinheim · Germany · Fax: +49 (0) 6201 606 100

Media Consultants
Alexandra Wojtanowska
Tel.: +49 (0) 6201 606 552
awojtanows@wiley.com
Nicole Schramm
Tel.: +49 (0) 6201 606 559
nschramm@wiley.com
Jörg Wüllner
Tel.: +49 (0) 6201 606 748
jwuellner@wiley.com

Editorial
Alexander Pawlak
Tel.: +49 (0) 6201 606 244
redaktion@physik-journal.de
Dr. Maike Pfalz
Tel.: +49 (0) 6201 606 314
redaktion@physik-journal.de
Dr. Kerstin Sonnabend
Tel.: +49 (0) 6201 606 267
redaktion@physik-journal.de

Sales Representatives
Jürgen K. Schwenkert
PLZ 70–73, 75–89, 94
Tel.: +49 (0) 89 89 40 44 15
info@schwenkert.com
Thomas Wengenroth
PLZ 35–36, 54–56, 60–69,
74, 90–93, 95–98
Tel.: +49 (0) 6163 93 80 707
info@verlags-service.com
Wiley is a world leading publisher of academic, scientific and professional information, and the world's largest society journal publisher. Wiley has a rich source of essential content, including a large portfolio of peer-reviewed journals serving the knowledge ecosystem in science and engineering.

We develop bespoke projects, linked to an extensive range of publications available on Wiley Online Library. Our global online resource includes 1,700+ journals and over 8 million articles. Through the reach and credibility of our extensive portfolio, we support your marketing and customer engagement strategies, maximizing their impact.

Contact:
Publisher:
Wiley-VCH GmbH
Boschstrasse 12
69469 Weinheim
Germany
Tel.: +49 (0) 6201 606 0
E-Mail: aanders@wiley.com
Internet: www.physik-journal.de
www.wiley-vch.de
www.wiley.com