The perfect approach to the International Lab Market
Unique reach into the global laboratory & microscopy market through high circulation B2B journals and digital platforms

Description

New editorial concept & circulation

G.I.T Laboratory Journal takes your marketing message to the bench. Be it print or digital, Laboratory Journal reaches 35,000 lab users in Europe through 20,000 print copies and 15,000 users of Wiley Analytical Science who will get access to the e-version of G.I.T. Laboratory Journal.

Four topic focused issues (Spectroscopy, Chromatography, Lab Automation / Lab IT, Lab Equipment) guarantee a high-quality editorial surrounding for your advertisement. Overview articles feature the latest research and selected application notes from key solution providers deliver hands-on tips and tricks for the day-to-day work in the lab. We grant maximum qualified visibility for all four issues through additional circulation at Analytica, HPLC and Future Laboratory Informatics.

2020 will see the launch of the Wiley Analytical Science Award in several categories. The finalist products will be presented in June issue while the winners will be announced in November. Make sure you apply in time!

Overview

Publication frequency: 4 issues per year
Volume: 24th year 2020
Circulation print: 20,000
Circulation online: 15,000
Publishing house: Wiley-VCH Verlag GmbH & Co. KGaA
Boschstrasse 12, 69469 Weinheim, Germany
Phone: +49 (0) 6201 606 0
Fax: +49 (0) 6201 606 793
Internet: www.gitverlag.com
E-Mail: labjournal@wiley.com
Publishing Director: Dr. Heiko Baumgartner

Corporate Sales
Director EMEA, Sciences
Editorial
Commercial Manager
EMEA, Sciences
Advertising Administration
Subscription
Single copy rate
Subscription for students
ISSN
Format of the magazine
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Dr. Martin Graf-Utzmann,
Editor-in-chief
Vanessa Winde
Kerstin Kunkel
€ 55.00 (+ VAT)
€ 16.30 (+ VAT, + postage)
€ 22.50 (+ VAT)
1611-6038
DIN A4
## March issue

**ANALYTICA** issue including distribution at the show – G.I.T. Laboratory-Journal 1/20

- **Publishing date:** March 13, 2020
- **Advertising deadline:** February 21, 2020
- **Analytica-Newsletter:** March 13, 2020
  - March 27, 2020

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### Analytica Highlights 2020

Choose from our wide range of offers and show your presence in the market!

---

**Special section “Analytica Market Place”**

Present your product launch at the leading trade fair for the laboratory industry.

Complements your image ad perfectly.

---

**Product profile + text ad in the newsletter**

1/1 page text ad with max 3,400 characters, incl. spaces. Product presentation with possible examples for application, image material, company logo, contact details and stand number.

> 3.750 €

**Showcase + text ad in the newsletter**

1/2 page text ad with max 1,400 characters, incl. spaces, 3–5 key points about your product, picture of product, company logo, contact details and stand number.

> 2.750 €

**Product Information + text ad in the newsletter**

Ca. 1/4 page text ad with max 800 characters, incl. spaces, Company contact details & stand number

> 1.250 €

---

We are looking forward to meeting with you personally in 2020 and to our successful collaboration.
## Prices & Formats

### ADVERTISEMENTS

<table>
<thead>
<tr>
<th></th>
<th>WIDTH / HEIGHT (mm)</th>
<th>PRICE € (4c)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/1 Page</td>
<td>185 260</td>
<td>6,970</td>
</tr>
<tr>
<td>1/2 Page portrait</td>
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<tr>
<td>1/2 Page landscape</td>
<td>185 128</td>
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<tr>
<td>Juniorpage</td>
<td>137 190</td>
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<td>1/3 Page portrait</td>
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### PREFERRED POSITIONS

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<td>1st right hand page in text</td>
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<td>Belly Band</td>
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<tr>
<td>Postcards</td>
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### ADVERTORIALS

- Application Note
- Technical Report
- Showcase
- Company Profile

<table>
<thead>
<tr>
<th></th>
<th>1/1 PAGE</th>
<th>1/2 PAGE</th>
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<td></td>
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### BOUND-IN INSERTS

<table>
<thead>
<tr>
<th></th>
<th>WIDTH / HEIGHT (mm)</th>
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<tbody>
<tr>
<td>2-page A4</td>
<td>210 297</td>
<td>5,095</td>
</tr>
<tr>
<td>3-page A4 + side flip</td>
<td>207 + 105 + 297</td>
<td>7,615</td>
</tr>
<tr>
<td>4-page A4</td>
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<td>8,150</td>
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<tr>
<td>6-page A4</td>
<td>414 + 203 + 297</td>
<td>10,650</td>
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* Head: 3 mm; Foredge: 3 mm; Foot + right: min. 3 mm

### LOOSE INSERTS

<table>
<thead>
<tr>
<th>WEIGHT</th>
<th>PRICE €</th>
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<tbody>
<tr>
<td>up to 25 g</td>
<td>310</td>
</tr>
<tr>
<td>up to 50 g</td>
<td>390</td>
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### TERMS & CONDITIONS

1. Cancellation only possible up to 8 weeks before advertising deadline. Title page: the picture must be coordinated with publisher in advance and Wiley-VCH has exclusive rights of it for 6 months.
2. Costs per thousand, affixed to a particular page on advertisement or bound-in insert + insertion costs
3. No discount given
4. Costs per thousand - including postage; no discount for loose inserts, sample must be sent before order can be accepted.

### JOB ADVERTISEMENTS

25% discount on regular advertisement prices

### ADDITIONAL CHARGES

- Binding positions: 10%

### DISCOUNTS

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

### Payment Terms:

Payment within 30 days without deduction.

### Bank Details:

J.P. Morgan AG · Taunus Turm
Taunustor 1 · 60310 Frankfurt, Germany

IBAN: DE55501108006161517443
BIC: CHASDEFX

VAT-Id.No.: DE 813481633
Tax No.: 47020/21620

All prices are subject to 19% VAT.

The new price list comes into effect on 1 October 2019 and supersedes all previous price lists.

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**Reprints and ePrints**

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

Prices for printing and delivery of your reprint, as well as individual special formats (e.g. with cover picture and display ad or bundling of articles) are available on request. As are offers for reprints and eprints of scientific articles from Wiley peer-reviewed journals.

**Contact:** Corinna Matz, Tel.: +49 (0) 6201 606 735, cmatz@wiley.com
**Technical Specifications**

**Magazine format**
210 x 297 mm (width x height), A4 size
185 x 260 mm (width x height), print space
Number of columns: 3; column width 58 mm or
Number of columns: 4; column width 43 mm

**Print methods**
Sheet offset

**Colours**
Euro scale 70 ruling

**Screen ruling**
Print profile: ISO Coated_v2_300 (39L)

**Loose inserts**
Minimum insert size: 105 x 148 mm (w x h)
Maximum insert size: 200 x 287 mm (w x h),
the back fold must be on the long side (287 mm)
Minimum weight for single-sheets inserts: 150 g/m²

**Delivery of loose inserts**
Delivery quantity: 20,200 copies

**Delivery of bound-in inserts**
Delivery quantity: 20,500 copies

The delivery address for bound-in inserts and any supplements will be
given to you with the order confirmation

**Data format**
We accept the following data formats: PDF, EPS, TIFF, JPG.

**Transmission options**

- by e-mail to kerstin.kunkel@wiley.com

Wiley-VCH Verlag GmbH & Co. KGaA
FAQ: Kerstin Kunkel
Boschstrasse 12
69469 Weinheim, Germany
Tel: +49 (0) 6201 606 731
Fax: +49 (0) 6201 606 790

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**Please observe the following points:**
1. Embed all text or convert it into streams.
2. Use only CMYK colours.
3. With pixel-oriented data formats (colour/greyscale), we require a resolution of at least 250 dpi. Bitmap files (line) should have a resolution of at least 1200 dpi.
4. For the creation of PDF files with Acrobat Distiller, we have provided you with a Joboptions file which can be downloaded at www.gitverlag.com/en/global/order_management/data_transfer/.
5. Do not compress JPG files too strongly, or this will lead to visible loss of image quality. Use the "maximum" or “high” quality gradings.

**To avoid errors, please observe the following:**
Send all text to be used and associated files together. Attach a hard copy/print-out to the layout check. Ensure that no RGB colours are used in any files, including the associated files. For files from programmes not intended for the creation of printed documents (e.g. Word, Excel, Powerpoint), the files must always be converted. This means inevitable changes in data and considerable additional work, which we have to add to your invoice.
Distribution

CIRCULATION BREAKDOWN

<table>
<thead>
<tr>
<th>COPIES PER ISSUE</th>
<th>COPIES</th>
</tr>
</thead>
<tbody>
<tr>
<td>Print run</td>
<td>20,000</td>
</tr>
<tr>
<td>Total distribution</td>
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</tr>
<tr>
<td>Thereof event distribution (average)</td>
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<tr>
<td>Archive, sample copies</td>
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DISTRIBUTION BREAKDOWN

DIGITAL CIRCULATION – SELECTED DOI CONTACTS

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<th>Issue</th>
<th>Title</th>
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<tr>
<td>2</td>
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<td>3</td>
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<td>4</td>
<td>Lab equipment</td>
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DISTRIBUTION BREAKDOWN

GEOGRAPHICAL DISTRIBUTION

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<tbody>
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<tr>
<td>France</td>
<td>21%</td>
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<tr>
<td>Germany, Austria, Switzerland</td>
<td>12%</td>
</tr>
<tr>
<td>Italy</td>
<td>12%</td>
</tr>
<tr>
<td>Scandinavia</td>
<td>10%</td>
</tr>
<tr>
<td>Eastern Europe</td>
<td>10%</td>
</tr>
<tr>
<td>Benelux</td>
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<tr>
<td>Events</td>
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JOB POSITION

<table>
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<tr>
<td>Industrial R&amp;D</td>
<td>32</td>
</tr>
<tr>
<td>Academic Research &amp; Teaching</td>
<td>23</td>
</tr>
<tr>
<td>Production / Process Control</td>
<td>12</td>
</tr>
<tr>
<td>Quality Control</td>
<td>9</td>
</tr>
<tr>
<td>Corporate Management</td>
<td>7</td>
</tr>
<tr>
<td>Technical Management</td>
<td>7</td>
</tr>
<tr>
<td>Purchasing</td>
<td>6</td>
</tr>
<tr>
<td>Marketing / Sales</td>
<td>4</td>
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</table>

SECTORS

<table>
<thead>
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<th>%</th>
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</thead>
<tbody>
<tr>
<td>Chemical Industry incl. Petrochemical</td>
<td>27</td>
</tr>
<tr>
<td>Pharmaceutical Industry &amp; Life Sciences</td>
<td>24</td>
</tr>
<tr>
<td>Universities</td>
<td>12</td>
</tr>
<tr>
<td>Biotechnology</td>
<td>11</td>
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<tr>
<td>Research Institutes</td>
<td>8</td>
</tr>
<tr>
<td>Measurement Technology</td>
<td>4</td>
</tr>
<tr>
<td>Food and Beverages Industry</td>
<td>3</td>
</tr>
<tr>
<td>Contract Research, Independent Labs</td>
<td>3</td>
</tr>
<tr>
<td>Medical</td>
<td>2</td>
</tr>
<tr>
<td>Government, Associations etc.</td>
<td>2</td>
</tr>
<tr>
<td>Others</td>
<td>4</td>
</tr>
</tbody>
</table>

Magazine Overview  Dates & Contents  Prices & Formats  Technical Data  Distribution  Online  General terms of Business  Contact

ePDF Advertisement

Deliver your marketing message with an exclusive advertisement on a cover page added to each article downloaded from the Journal of Raman Spectroscopy.

Benefits

- Premium exclusive position on highly visited article pages
- Success is easily measured by ePDF title views, ad clicks and click thru rates
- The position captures audience engagement quickly and effectively

Target group

Chemists • physicists • bioscientists • materials scientists • spectroscopists • analytical scientists
On [www.laboratory-journal.com](http://www.laboratory-journal.com) users obtain the latest information from research and industry. Close links between the editorial articles in the print issue with the content on [www.laboratory-journal.com](http://www.laboratory-journal.com) makes the website an indispensable information platform for users in scientific and industrial laboratories.

**Banner advertising**

Give your company an image, show your presence, communicate a product launch – in short: benefit from our scope. Complement your print campaign and increase your market penetration with an image campaign on [www.laboratory-journal.com](http://www.laboratory-journal.com).

**Leaderboard** 728 x 90 Pixel € 1,340 / month, run of site*  
**Full Banner** 468 x 60 Pixel € 950 / month, run of site  
**Wide Skyscraper** 160 x 600 Pixel € 1,580 / month, run of site  
**Skyscraper** 120 x 600 Pixel € 1,390 / month, run of site  
**Rectangle** 180 x 150 Pixel € 1,480 / month, run of site  
**Medium Rectangle** 300 x 250 Pixel € 1,530 / month, run of site

* "run of site" means that the ad placements may appear on any page of the target site. In a rotating scheme with a maximum of four banners at one position.

**Whitepaper/Application note**

The ideal format to present your expertise in full detail and to generate leads. Application notes, market or case studies are the perfect presentation form for companies, whose content differs from their competitors.

**Whitepaper** € 890 for 6 months  
Including: Teaser text, product photos, company contacts, PDF for download

**Webcast**

This multi-media advertising format is the perfect supplement to your banner advertising and whitepaper on [www.laboratory-journal.com](http://www.laboratory-journal.com).

**Webcast** € 900 for 6 months  
Including: Teaser text, product video, company address

**Top Teaser Story**

Promote your product, your application note, your event or any other highlight on the “cover page” of [www.laboratory-journal.com](http://www.laboratory-journal.com). Reach your target group 24/7/365.

**Top Teaser Image** 510 x 286 Pixel € 1,500 / month*  
Scope of Service:  Top Teaser Story (150 letters incl. blanks)  
 Detailed Text (1,600 letters incl. blanks)  
 2–4 Images (272 x 152 Pixel)  
 Contact Information  
**Running Time:** 1 month prominent as a Top Teaser Story. Additionally, your highlight remains for a total of six months in the portal’s database  
*In a rotation scheme with five other Top Teaser Stories

**Newsletter: Banner formats & prices**

<table>
<thead>
<tr>
<th>Format</th>
<th>Size</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wide Skyscraper</td>
<td>160 x 600 Pixel</td>
<td>€ 1,580</td>
</tr>
<tr>
<td>Skyscraper</td>
<td>120 x 600 Pixel</td>
<td>€ 1,390</td>
</tr>
<tr>
<td>Full Banner</td>
<td>468 x 60 Pixel</td>
<td>€ 870</td>
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<tr>
<td>Feature</td>
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<td>€ 970</td>
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**Technical Data:**

Please send your files by mail to your sales representative. We will take care of all further steps.

**Banner:**

Size of data: max. 100 KB  
Data formats: GIF, JPG, PNG, HTML5, any kind of Redirect/Tag  
Target website: please tell us the exact URL, where your banner should be linked to.

**Product Information/Newsletter-Feature:**

1 square picture, 1 rectangle picture  
Text: up to 2,000 characters  
Pictures: JPG, PNG

**Webcasts:**

Data format: any video format is possible  
Size of data: max. 40 MB
Digital Guides!
Essential Knowledge Briefings (EKB)

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

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

Take your brand further or shape your market by sponsoring an EKB that delivers highly specialized content to your target audiences. Sponsorship opportunities are available within science and engineering, and healthcare.

SERVICES
Preparation of a digital publication with basic knowledge on a current topic, including configuration and editorial support.

HOSTING
On www.essentialknowledgebriefings.com, for one year. You can link to your EKB from any company platform.

LEAD GENERATION
Via on-site registration; unlimited downloads

FLEXIBLE FORMAT
PDF, ePub, mobi for PC, tablet, e-reader

EXCLUSIVITY OF TOPICS
None of your market competitors can publish an EKB on the topic you selected (for 1 year)

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

IMAGE TRANSFER
Co-branding with corresponding Wiley brands (e.g. B2B titles).

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

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

Basic price € 15,640

Added Value
Journal App Services (JAS)

The Wiley Journal App Service (JAS) gives users access to top Wiley content on mobile devices. More than 300 Wiley journals are already available as an app, with more being added at a rapid rate. To date, some 113,000 users have registered for this service, amounting to 25,000 downloads and an average visit duration of 11 minutes.

Now you can make use of this new platform and the prime positioning of our media to secure your own success, profiting from the unique and effective advertising opportunities: embedded video and audio, microsites, animations, feedback forms, touchscreen interaction, news feeds, whitepaper and much more besides... Ask us for further information!

5 CONVINCING ARGUMENTS:
• Focusing on your message: the ads appear between two articles and not over the current article
• Interstitial ads are 5–10 times more persuasive than banner ads
• JAS supports rich media content to generate greater interest
• Interstitials with rich media are 88.3 % more effective than static ones
• Videos raise the response rate by 35 %

INTRODUCTORY RATE:
€ 950 with a SOV (Share-of-Voice) of 25 % – regardless of the number of views.
Microsites
Focusing on your Topic

Microsites enable you to focus on a specific topic, thereby addressing potential customers specifically. This makes them an ideal tool for breaking into new markets, strengthening your image as an opinion leader and expert or establishing yourself in a new field and creating demand for your products. Whatever the goal of your communication might be, the success of a Microsite depends heavily on relevant and high quality content. Use our editorial content, our journalistic competence and our media to achieve success. Profit from the image transfer, credibility and scope of our media and use our target group portals as neutral platforms and disseminators.

Microsite “BASIC”
Media Service
Creation of the site, Hosting, Project Management, Evaluation, Online editing (as agreed), Banners and Product features provided by the client.**

<table>
<thead>
<tr>
<th>Pre Running Time</th>
<th>Running Time</th>
<th>Running Time</th>
<th>Running Time</th>
</tr>
</thead>
<tbody>
<tr>
<td>At least 6 weeks for conception and promotion</td>
<td>3 months</td>
<td>6 months</td>
<td>12 months</td>
</tr>
</tbody>
</table>

Promotion
1 x Banner on Portal for 3 months; 1 x Product Feature in e-Newsletter X
1 x Banner on Portal for 6 months; 2 x Product Feature in e-Newsletter X
1 x Banner on Portal for 12 months; 3 x Product Feature in e-Newsletter X

Tariffs Microsite “BASIC” *

Microsite “PREMIUM”
Media Service
Creation of the site, Hosting, Project Management, Evaluation, Online editing (if desired/agreed to), Banners and Product features provided by the client.**

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

Promotion
1 x Banner on Portal for 3 months; 2 x Product Feature in e-Newsletter; 1 x Full Banner e-Newsletter X
1 x Banner on Portal for 6 months; 4 x Product Feature in e-Newsletter; 1 x Full Banner e-Newsletter X
1 x Banner on Portal for 12 months; 6 x Product Feature in e-Newsletter; 1 x Full Banner e-Newsletter X

Tariffs Microsite “PREMIUM” *

Microsite “Stand alone”
Multiply configurable websites based on Wordpress, incorporation of diverse media possible, search function, registration possibilities, external news feeds, incorporation of social media, optimization for mobile devices, evaluation etc.

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

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

Webinars
In Dialogue with your Target Group

Enter into dialogue with your target group, generate leads and use the diverse possibilities for interaction with your clients (e.g. via the Chat function). Whether in real time or on demand you are offering your clients or co-workers valuable educational content and information independent of place, time or travel budget.

You can fully rely on our experts to assist you in the implementation. Experienced project managers look after all the technical and organizational details. The editorial department will advise and support you in questions about content and concept and a communications plan for the promotion of the webinar is, of course, also part of our concept.

Webinar “BASIC”
Media Service
Hosting, Project Management, Live-Streaming, Delivery of all Leads, Editorial Announcements Online Banner and Product Feature provided by the client.**

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

Promotion
1 x Banner on Portal for 2 months; 1 x Product Feature in e-Newsletter; Reminder email to participants 24 hours and 1 hour before begin.

Tariff Webinar “BASIC” *

Webinar “PREMIUM”
Media Service
Hosting, Project Management, Live-Streaming, Delivery of all Leads. Editorial Announcements Online Banner and Product Feature provided by the client.**

<table>
<thead>
<tr>
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<tr>
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</table>

Promotion
1 x Banner on Portal for 2 months; 2 x Product Feature in e-Newsletter, 1 x Wide Skyscraper Banner in e-Newsletter, Reminder email to participants 24 hours and 1 hour before begin.

Tariff Webinar “PREMIUM” *

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

Reach your Community in a new way - Take advantage of our journals and industry-specific contacts, and our know-how from more than 200 years of publishing.

Targeted, engaged audiences are waiting for your updates. GDPR compliant, we can make recommendations to ensure the most relevant professionals receive your message.

CUSTOM WEBSITES
Got tonnes of news, articles, videos and other great content? Let’s host it together on your own custom-built website, spiced with ethically, trusted Wiley content. Together we can make the perfect resource, accessible anytime, anywhere on any device.

GENERAL TERMS AND CONDITIONS

1. These General Terms and Conditions shall apply to all contracts (hereinafter referred to as “orders”) relating to the publication of one or several adverts of a service provider (hereinafter “client”) in the magazines of Wiley VCH GmbH & Co. KGaA (hereinafter “publisher”) for the purpose of dissemination and relating to the placement of advertising material by the client. The client shall also be bound by all terms and conditions relating to an integration of such advertising material in magazines published by the publisher. The client acknowledges these General Terms and Conditions and agrees upon placing an order.

2. Offering, conflicting, or supplementing terms and conditions included in any order confirmation, unless the publisher expressly agrees to them.

3. The following shall apply if clients wishing to place more than one advert. The discount shown in the advert price list is only granted for advert-setting which appears in printed format within one year. The timeframe begins on the date of appearance of the first advert, unless a different start date has been agreed in writing upon signing the contract. The date of dispatch is based on date of issue. If the client fails to adhere to delivery deadlines, the client shall be expected to re-establish the discount based on the difference between the actual and guaranteed number of pages.

4. Upon contractual signing, the client shall be entitled to release further adverts in addition to the volume stated in the order with the agreed timeframe or that stated in clause 5. Order cancellations must be made in writing. The cancellation charge imposed in case of cancellation on the deadline date or the placement of the advertisement (in whichever form) in the total order value. In each specific instance, however, the client is expected to grant the right to provide substitute orders unless the contractor suffers losses or unless the order is only of minor value.

5. Orders for adverts and other marketing material to be published specifically and exclusively in specific issues, publications on specific dates in the publication catalogue and in the specific format/technical specification as stated in the order confirmation, the client to be informed before the advert deadline whether the order can be executed in the requested manner.

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

7. The publisher reserves the rights to reject advert orders – including individual adverts under a blanket contract – or for orders, or on grounds of contract, origin or content on technical format, under its own standard and factually satisfied principles if the content of such orders contains illegal or regulatory or other publications unacceptable for the publisher. This applies to orders submitted to branch offices, receiving agencies or representatives. Orders for inserts or only for the publisher only if the original sample has been submitted and approved in writing, and if in the format or advertising nature, may appear to the reader to be part of the newspaper or magazine, or which contain third-party adverts, shall not be accepted. Failure of an order shall be communicated to the client without delay in such cases, the publisher reserves the right to request repayment of any discount granted.

8. The client is responsible for proper delivery of ready-to-print material or supplements or for proper delivery of material ready for online advertising. In the case of digital ready-to-print material the client undertakes to deliver proper artwork, complying in particular with the format or technical specifications of the publisher, particularly for the print material deadline. The publisher shall require proof that the contractor suffered no loss, or at any rate only a lower loss.

9. The client is responsible for the provision of the ready-to-print material or supplements or of ready-to-print material required for online advertising. In the case of digital ready-to-print material the client undertakes to deliver proper artwork, complying in particular with the format or technical specifications of the publisher, particularly for the print material deadline. The publisher shall require proof that the contractor suffered no loss, or at any rate only a lower loss.

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12. The client shall be entitled to a reduction in payment or a corrected replacement advert in cases of fully or partly illegible, incorrect or incomprehensible printing material. Should the publisher allow the timeframe given to him to elapse or should the replacement advert complete printing of adverts, but only to the extent that the purpose of the advert is affected. This shall be excluded if the defect results from incorrect or incomprehensible printing material by the publisher.

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14. If the client’s claims for damages shall be excluded, provided for otherwise herein. This exclusion of liability shall also apply in favour of the publisher’s legal representatives and successive agents in the event that the client’s claims are against them.

15. Claims for damages on account of losses due to incorrect or incomprehensible printing material by the publisher shall be exempt from the liability exclusion in paragraph 15. Essential contractual obligations shall mean obligations, the fulfillment of which is necessary in order to achieve the objectives of the contract. Liability for damages caused by intentional or grossly negligent breaches of obligations of the part of the publisher, its legal representatives or successive agents shall also be excluded from the liability exclusion.

16. Should the client fail to return within the specified period a sample sent on time by the publisher, approval for print shall be deemed to have been given.

17. Unless any specific usage requirements have been given, the amount to be charged shall be calculated based on the print size or format normal for the type of advert.

18. The client acknowledges that the publisher is the unconditional owner of all rights of use to the advertising material necessary for publication and distribution in this respect the publisher will decide for the client from all third parties, and grants the publisher the rights of usage necessary for publication of the advertising material.

19. The client acknowledges that it is entitled to sell the hyperlink connected to the online advertising. The client furthermore affirms that whilst the applicable data privacy legislation – in particular of the Federal Law on the Protection of Personal Data and – also impose such a restriction on their employees. Should the client use special techniques such as cookies or tracking tools to collect or collect data from the content of advertising material, the client agrees that in the online offering of the publisher, the client also affirms that they will abide by the precepts of the German Telemediengesetz (TMG) and/or of the International Broadcasting Treaty (BIT) as well as the Federal Data Protection Act (BDSG) in the collection, processing and use of personal data.

20. Should the client fail to pay in advance, the invoice shall be sent immediately or within a maximum of fourteen days after publication of the advert. The invoice must be paid within the period given in the price list, starting from the date of receipt of invoice, unless a different payment period has been agreed in individual cases.

21. In the event of a delay in delivery of payment, interest and recovery costs shall be added to the amount due. In the case of payment delay, the publisher may, without further notice to the client, demand payment in full and demand payment in full for the remaining amount. There is still an establishment due the client’s ability to pay the publisher shall be entitled, even over the duration of an advertising contract, to make the publication of further adverts depend on the payment of the sum due and the settlement of outstanding invoices, regardless of the payments terms already agreed.

22. In the event of delivery of payment for a price reduction or to be contracted for the release of an advert or, in the overall average of the insertion year of the first advert, the average circulation stated in the price list or other specified way of payment, or the inclusion of advertising material is not available to the client, the average circulation stated in the price list or other specified way of payment, or the inclusion of advertising material is not available to the client, the average circulation stated in the price list or other specified way of payment, or the inclusion of advertising material is not available to the client, the average circulation stated in the price list or other specified way of payment, or the inclusion of advertising material is not available to the client, the average circulation stated in the price list or other specified way of payment, or the inclusion of advertising material is not available to the client.

23. In the event of a deviancy in circulation, a price reduction may be calculated for contracts for a series of advert. In the overall average of the insertion year of the first advert, the average circulation stated in the price list or other specified way of payment, or the inclusion of advertising material is not available to the client, the average circulation stated in the price list or other specified way of payment, or the inclusion of advertising material is not available to the client.

24. In the event of a deviancy in circulation, a price reduction may be calculated for contracts for a series of advert. In the overall average of the insertion year of the first advert, the average circulation stated in the price list or other specified way of payment, or the inclusion of advertising material is not available to the client, the average circulation stated in the price list or other specified way of payment, or the inclusion of advertising material is not available to the client.

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