

# Media Kit 2018

Angewandte Chemie  
German and International Edition  
[angewandte.de/com](http://angewandte.de/com)

Leading position  
among the general  
chemistry journals

Approximately 17,000 App downloads  
Excellent impact factor of 11,994  
(2016)

57  
YEARS



WILEY-VCH

# QUALITY

# CONNECTS

According to the b2b Decision Maker Analysis from the Deutsche Fachpresse, trade magazines are the primary source for information on products and services. Trade magazines highlight trends and market developments, initiate purchasing decisions and enjoy the highest level of credibility.

Advertisers take advantage of this positive image. Decision makers perceive those companies that continuously advertise in trade magazines as relevant suppliers in the market.

You too can rely on Wiley's print and online publications as well as on our strong brands.

**Trade magazines reach 94 % of the b2b target group with their print and online publications.**



Angewandte.de ▪ Angewandte.org ▪ chemeurj.org ▪ asc-wiley-vch.de ▪ CHEManager.de ▪ CHEManager.com ▪ GIT-LABOR.de ▪ laboratory-journal.com

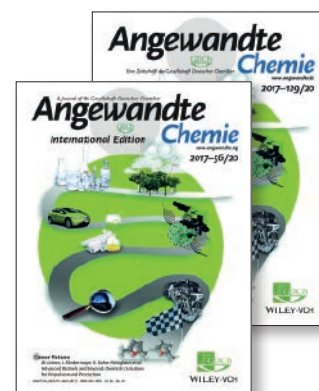
## WILEY

## DESCRIPTION

### Description

*Angewandte Chemie*, with its excellent Impact Factor of 11,994 (2016) strengthens its leading position among the general chemistry journals. It appears weekly in a highly optimized, reader-friendly format; new articles appear online almost every day. It is one of the prime chemistry journals in the world, with an Impact Factor higher than those of comparable journals.

Moreover, it is the only journal in the field delivering a stimulating mixture of Review Articles, Highlights and Communications weekly. The Reviews summarize the important results of recent research on topical subjects in all branches of chemistry, point to unresolved problems and discuss possible developments. The Highlights provide concise evaluations of current trends in chemical research. The Communications are critically selected and report on the latest research results, making the journal indispensable to the chemist who wants to stay well informed. *Angewandte Chemie* also regularly publishes Nobel lectures in chemistry and related fields.



### Overview

Publication Frequency	52 x per year/edition	Commercial Director	Dr. Katja Habermüller
Volume	130. German Edition 57. International Edition	Commercial Manager GSAL	Vanessa Winde
Print Run	5000 monthly	Account Manager	Marion Schulz
Publishing house	WILEY-VCH Verlag GmbH & Co. KGaA	Editor-in-Chief	Dr. Neville Alwyne Compton
Post Address	Boschstr. 12, 69469 Weinheim	Subscription Rate	EUR 10,808.00 German Edition EUR 12,227.00 International Edition
Phone	+49 (0) 6201 606-0	ISSN	0044-8249 German Edition print 1521-3757 German Edition online 1433-7851 International Edition print 1521-3773 International Edition online
Fax	+49 (0) 6201 606-550		
Web address	www.wiley-vch.de		
E-Mail	mschulz@wiley.com		

## PRICES &amp; FORMATS

ADVERTISEMENTS	FORMAT (MM)		PRICE € SW	PRICE € 4C
	width	height		
1/1 Page	180	260	3.855	5.785
Juniorpage	135	175	2.540	4.470
1/2 Page portrait	90	260	2.080	4.010
1/2 Page landscape	180	128	2.080	4.010
1/3 Page portrait	59	260	1.350	2.315
1/3 Page landscape	180	84	1.350	2.315
1/4 Page classic	90	128	1.040	2.005
1/4 Page landscape	180	63	1.040	2.005
1/6 Page landscape	180	42	715	1.680
1/8 Page portrait	90	63	530	1.495
1/8 Page landscape	180	30	530	1.495

ADDITIONAL COSTS	PRICE €
1c-colour CMYK	705
4c-colour for 1/1, 1/2 und Juniorpage	1.930
4c-colour for 1/3, 1/4 und 1/8	965

No discount given

RATES FOR CLASSIFIED ADVERTISEMENTS	PRICE € (b/w)
mm-rate per column (2 columns 90 mm width)	
Companies	10,00
Universities	8,70

BOUND-INSERTS	FORMAT (MM)		PRICE €
	Breite	Höhe	
2-sheet*	210	280	3.855
4-sheet*	420	280	5.815

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

LOOSE INSERTS	WEIGHT	PRICE €
max 25 g/per 1000.		295
+ postage		

## DISCOUNTS

for several ads within 12 months (year of insertion)

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

Package discount upon request

**All prices apply for 4 insertions and in 4 consecutive issues in Angewandte Chemie German and International Edition. Single rates upon request.**

## Terms of Payment:

Payment within 30 days without deduction.

3% direct debit discount.

All prices are subject to 19% VAT.

The new price list comes into effect on 1 October 2017 and supersedes all previous price lists.

## Bank details:

JP Morgan AG, Frankfurt  
BLZ 501 108 00, Konto Nr. 61 61 51 74 43  
S.W.I.F.T.-Adr.: CHASDEFX  
IBAN: DE55 5011 0800 6161 5174 43  
or cheque:

WILEY-VCH Verlag GmbH & Co. KGaA,  
P.O. Box 10 11 61, D-69451 Weinheim

VAT-Id.No.: DE 813 481 633

## FORMATS

<b>1/1</b> Pages Type Area/ Bleed Size	<b>Type Area:</b> 180 x 260 mm  <b>Bleed Size:</b> 210 x 280 mm + 3 mm Overlap on all sides  <b>Final Size:</b> 216 x 286 mm	
<b>1/2</b> Pages Type Area/ Bleed Size	<b>Type Area:</b> portrait: 90 x 260 mm landscape: 180 x 128 mm  <b>Bleed Size:</b> portrait: 110 x 280 mm landscape: 210 x 158 mm  + 3 mm Overlap	
<b>Junior-page</b> Type Area/ Bleed Size	<b>Type Area:</b> 135 x 175 mm  <b>Bleed Size:</b> 155 x 195 mm  + 3 mm Overlap	

<b>1/3</b> Pages Type Area/ Bleed Size	<b>Type Area:</b> portrait: 59 x 260 mm landscape: 180 x 84 mm  <b>Bleed Size:</b> portrait: 79 x 280 mm landscape: 210 x 104 mm  + 3 mm Overlap	
<b>1/4</b> Pages Type Area/ Bleed Size	<b>Type Area:</b> landscape: 180 x 63 mm <b>Bleed Size:</b> landscape: 210 x 83 mm + 3 mm Overlap  <b>Type Area:</b> classic: 90 x 128 mm <b>Bleed Size:</b> classic: 110 x 158 mm + 3 mm Overlap	
<b>1/6</b> Pages Type Area/ Bleed Size	<b>Type Area:</b> landscape: 180 x 42 mm <b>Bleed Size:</b> landscape: 210 x 62 mm + 3 mm Overlap	
<b>1/8</b> Pages Type Area/ Bleed Size	<b>Type Area:</b> classic: 90 x 63 mm landscape: 180 x 30 mm <b>Bleed Size:</b> classic: 110 x 83 mm landscape: 210 x 50 mm + 3 mm Overlap	

## DATES &amp; CONTENTS

ISSUES	1	2	3	4	5	6
Publishing date	02 Jan 18	08 Jan 18	15 Jan 18	22 Jan 18	26 Jan 18	05 Feb 18
Advertising deadline	01 Dec 17	08 Dec 17	15 Dec 17	22 Dec 17	29 Dec 17	05 Jan 18

## TRADE SHOWS/CONFERENCES

**Pittcon 2018**  
Orlando (USA)  
February 26 – March 1

TOPICS						
	Nanotechnology	Carbohydrates	Organometallic Chemistry	Organic Chemistry	Crystallography	Sustainable Chemistry
	Spectroscopy	Coordination Chemistry	Supramolecular Chemistry	Physical Chemistry		Photochemistry

ISSUES	7	8	9	10	11	12
Publishing date	12 Feb 18	19 Feb 18	23 Feb 18	01 Mar 18	05 Mar 18	12 Mar 18
Advertising deadline	12 Jan 18	19 Jan 18	23 Jan 18	01 Feb 18	05 Feb 18	12 Feb 18

## TRADE SHOWS/CONFERENCES

**Chemiedozententagung**  
Jena (Germany)  
March 5–7

TOPICS						
	Coordination Chemistry	Organic Synthesis	Analytical Chemistry	Green Chemistry	Inorganic Chemistry	Materials Sciences
	Peptides	Medicinal Chemistry	Polymer Chemistry	Asymmetric Catalysis	Nanotechnology	Chirality
				Organocatalysis	<b>Special issue: 350<sup>th</sup> anniversary of Merck</b>	Inorganic Chemistry

ISSUES	13	14	15	16	17	18
Publishing date	19 Mar 18	26 Mar 18	03 Apr 18	09 Apr 18	16 Apr 18	23 Apr 18
Advertising deadline	19 Feb 18	26 Feb 018	01 Mar 18	08 Mar 18	16 Mar 18	22 Mar 18

## TRADE SHOWS/CONFERENCES

**analytica 2018**  
München  
April 10–13

**53<sup>th</sup> Bürgenstock**  
Conference Brunnen  
(Switzerland)  
April 29–May 3

TOPICS						
	Analytical Chemistry	Asymmetric Catalysis	Catalytic Oxidation	Main-Group Chemistry	Homogeneous Catalysis	Stereochemistry
	Scanning Microscopy	Homogeneous Catalysis		Aromaticity	Surface Chemistry	Natural Products
	Mass Spectrometry	Heterogeneous Catalysis		Multi-Component Reactions		

## DATES &amp; CONTENTS

ISSUES	19	20	21	22	23	24
Publishing date	04 May 18	14 May 18	22 May 18	28 May 18	04 Jun 18	11 Jun 18
Advertising deadline	04 Apr 18	12 Apr 18	20 Apr 18	26 Apr 18	04 May 18	09 May 18

TRADE SHOWS/CONFERENCES						
	<b>117<sup>th</sup> Bunsentagung</b> University Hannover May 10–12				<b>ACHEMA 2018</b> Frankfurt am Main June 11–15	

TOPICS						
	Nanotechnology	Supramolecular Chemistry	Materials Sciences	Solid-State Chemistry	Green Chemistry	Bioorganometallic Chemistry
	Heterocycles Photochemistry	Organometallic Chemistry	Theoretical Chemistry	Fluorescence Spectroscopy	Drug Design	Multi-Component Reactions
	Organic Synthesis					<b>Special issue: Chemical heritage</b>

ISSUES	25	26	27	28	29	30
Publishing date	18 Jun 18	25 Jun 18	02 Jul 18	09 Jul 18	16 Jul 18	20 Jul 18
Advertising deadline	16 May 18	23 May 18	01 Jun 18	07 Jun 18	14 Jun 18	20 Jun 18

TRADE SHOWS/CONFERENCES						
			<b>FEBS Congress</b> Prague, Czech Republic July 7–12			

TOPICS						
	Main-Group Chemistry	Organic Synthesis	Homogeneous Catalysis	Organic Synthesis	Aromaticity	Heterogeneous Catalysis
	Carbohydrates	Organocatalysis	Organocatalysis	Heterocycles	Bioinorganic Chemistry	Supramolecular Chemistry
	Supramolecular Chemistry			Industrial Chemistry	Chemical Biology	

ISSUES	31	32	33	34	35	36
Publishing date	27 Jul 18	06 Aug 18	13 Aug 18	20 Aug 18	27 Aug 18	03 Sept 18
Advertising deadline	26 Jun 18	05 Jul 18	12 Jul 18	19 Jul 18	25 Jul 18	02 Aug 18

TRADE SHOWS/CONFERENCES						

TOPICS						
	Polymer Chemistry	Organometallic Chemistry	Multi-Component Reactions	Asymmetric Synthesis	Materials Science	Medicinal Chemistry
	Electrochemistry	Nanotechnology	Heterogeneous Catalysis	Chirality	Green Chemistry	Drug Delivery
					Sustainable Chemistry	Therapeutics
					Electrochemistry	

## DATES &amp; CONTENTS

ISSUES	37	38	39	40	41	42
Publishing date	10 Sept 18	17 Sept 18	24 Sept 18	01 Oct 18	08 Oct 18	15 Oct 18
Advertising deadline	08 Aug 18	15 Aug 18	22 Aug 18	31 Aug 18	06 Sept 18	12 Sept 18

## TRADE SHOWS/CONFERENCES

TOPICS						
	Organic Synthesis	Organometallic Chemistry	Peptides	NMR Spectroscopy	Biochemistry	Inorganic Chemistry
	Organocatalysis	Natural Products	Organometallic Chemistry	Polymer Chemistry	Asymmetric Synthesis	Organometallic Chemistry
	Natural Product	Organic Synthesis	Bioorganic Chemistry			Coordination Chemistry
	Synthesis					

ISSUES	43	44	45	46	47	48
Publishing date	22 Oct 18	29 Oct 18	05 Nov 18	12 Nov 18	19 Nov 18	26 Nov 18
Advertising deadline	19 Sept 18	27 Sept 18	04 Oct 18	10 Oct 18	17 Oct 18	24 Oct 18

## TRADE SHOWS/CONFERENCES

TOPICS						
	Homogeneous Catalysis	Green Chemistry	Industrial Chemistry	Scanning Microscopy	Crystal Engineering	Nanostructures
	Industrial Chemistry	Heterocycles	Main-Group Elements	Surface Chemistry	Asymmetric Catalysis	Bioorganometallic Chemistry
	Coordination Chemistry	Imaging	<b>Special issue: 150<sup>th</sup> anniversary of TU Munich</b>	Polymers		
	Catalytic Oxidation					

ISSUES	49	50	51	52
Publishing date	03 Dec 18	10 Dec 18	17 Dec 18	21 Dec 18
Advertising deadline	30 Oct 18	08 Nov 18	15 Nov 18	21 Nov 18

## TRADE SHOWS/CONFERENCES

TOPICS				
	Biotechnology	Sustainable Chemistry	Fluorescence Spectroscopy	Homogeneous Catalysis
	Theoretical Chemistry	Heterocycles	Organometallic Chemistry	Theoretical Chemistry
	Organic Synthesis	Combinatorial Chemistry		

**Annette Beck-Sickinger**  
Universität Leipzig

**Hans-Joachim Böhm**  
Roche, Basel

**Holger Braunschweig**  
Julius-Maximilians-Universität,  
Würzburg

**Martin Brudermüller**  
BASF SE, Ludwigshafen

**Thomas Carell**  
LMU München

**Alois Fürstner**  
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Mülheim

**Klaus Griesar**  
Merck KGaA, Darmstadt

**Stefan Grimme**  
Universität Bonn

**Hans-Jörg Grützmacher**  
ETH Zürich

**Rainer Haag**  
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**Wolfgang Parak**  
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**Erwin Reisner**  
University of Cambridge

**Wolfgang Schnick**  
Ludwig-Maximilians-Universität  
München

**Wolfgang Schuhmann**  
Ruhr-Universität Bochum

**Ferdi Schüth**  
MPI für Kohlenforschung,  
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**Harald Schwalbe**  
Johann Wolfgang Goethe-Universität  
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**Petra Schwille**  
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**Tanja Weil**  
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Polymerforschung Mainz

**Hanno Wild**  
Bayer HealthCare AG,  
Wuppertal



Angewandte Chemie is a journal of the Gesellschaft Deutscher Chemiker (GDCh), the largest chemistry-related scientific society in continental Europe.

Stand: Juli 2017

## ADDED VALUE

# ANGEWANDTE CHEMIE APP

The Wiley Journal App Service (JAS) gives users access to the top content of **Angewandte Chemie** on mobile devices. To date, more than 17,000 users have downloaded the app, amounting to an average visit duration of 11 minutes.

Now you can make use of this new platform and the prime positioning of **Angewandte Chemie** 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 in four consecutive issues with a SOV (Share-of-Voice) of 25 %.



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### Angewandte Chemie on WILEY ONLINE LIBRARY

*Angewandte Chemie* is THE prime chemistry journal in the world (Impact Factor 2016: 11,994) and thus holds a leading position in electronic usage. It is published weekly in two editions with identical scientific content, one for the German-speaking and one for the international market. All articles are published online first, which means new articles practically appear each day. The most important and innovative research from all areas of chemistry is presented in a unique combination of review articles, highlights and short communications. *Angewandte Chemie* is indispensable reading for all chemists working in research and development, both in industry and in academia. Issues that include lectures of Nobel Prize winners in chemistry attract special interest. All classic segments of chemistry (analytical, inorganic, organic and physical chemistry) are being presented. Interdisciplinary research areas as bio- and nanotechnology including micro-fluidics, catalysis and energy research, macro- and supra-molecular chemistry, industrial and sustainable („green“) chemistry, materials sciences, bio- and chemoinformatics are covered, too.

### E-mail service

*Angewandte Chemie* provides its readers with an exclusive preview on forthcoming journal content through the Content Alerting Service (eTOC alert). This covers the complete table of content which is automatically e-mailed as soon as a new online issue is published. Furthermore all subscribers receive information on new articles through the EarlyViews (articles that just have been published online and yet to be allocated to a specific issue).

### Advertising

Place your advertising message within the renowned environment of *Angewandte Chemie*. Additional options such as geo-targeting or frequency capping allow you to reach your audience with minor circulation waste.

Average number of Ad Impressions available per month: 1,5 million  
Total number of Content Alert subscribers (eTOC alerts) 16,015 (July 2017)

### COST AND TECHNICAL DETAILS

Leaderboard 728 x 90 pixel	Price in € CPM
Angewandte global	69
Angewandte incl. geo-targeting	79
Skyscraper 120–160 x 600 pixel (Wide Skyscraper 160 x 600 pixel)	
Angewandte global	89
Angewandte incl. geo-targeting	99
Angewandte Content Alert (Cost per 1,000 subscribers)	410

**Possible file format:** Flash, JPEG, GIF, Third Party Tags

**Max. file size:** 200 kb

**Landing page:** please specify the exact URL to which the banner ad should link.

**Exception Flash banners:** please provide an additional banner ad (GIF or JPG) since not all systems support Flash.

**Exception Content Alert:** only static banner ads, no animated GIF and no Flash.

Please provide the requested files by e-mail to your media account who will take care of all further steps.

## Wiley Online Library

*Angewandte Chemie* is integrated into John Wiley & Sons publishing group's global online library – WOL. Wiley Online Library is the go-to website for key business professionals, clinicians, scientists, scholars and researchers. Over 10 million users each month from industry and research access over 1,500 online journals and more than 9,000 online books. For this reason Wiley Online Library is one of the most accessed research platforms worldwide.

Overall usage, July 2017 (in million):

Unique visitors	12
Visits	21
Page Views	65

The graphic analysis of unique users shows that Wiley Online Library is mainly used during working days thus in the work environment of industry and institutional professionals.

To provide a tailored offer and the best service to you, we recommend that you get in contact with us so we can elaborate the ideal campaign on Wiley Online Library for your company or your agency client based on latest usage figures.

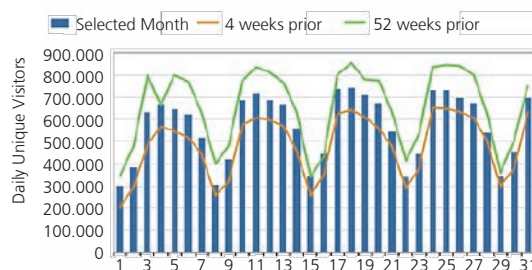
**For detailed information please contact:**

**Marion Schulz (Account Manager)**

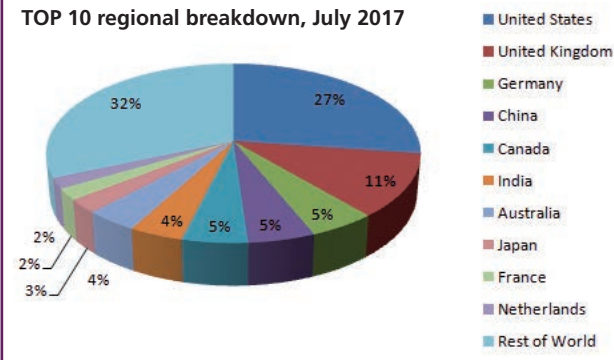
**Phone +49 6201 606-565**

**E-Mail mschulz@wiley.com**

### Daily Unique Visitors (prev...)



### TOP 10 regional breakdown, July 2017



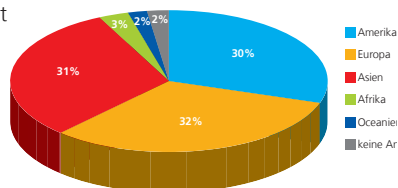


**Chemistryviews.org**

ChemistryViews.org is the ideal platform to address international scientists in the field of chemistry. As the scientific e-magazine of the ChemPubSoc Europe, which unites 16 European chemistry associations, ChemistryViews provides daily updated news from science industry, as well as exclusive specialist articles by well-known authors. In addition, with learning content and tips and tricks, ChemistryViews provides specific solutions for day-to-day laboratory work. Due to the close ties with the peer-reviewed journal "Angewandte Chemie", you benefit from interlinking the reader structure and the high impact factor of the journal.

On average we register 68,610 visits and 107,100 page impressions per month on ChemistryViews.

**Geographical Split**



**Field of activity of the users of ChemistryViews.org:**

68% Analytical Chemistry, Organic Chemistry, Inorganic chemistry, Physical Chemistry	17% Biochemistry
	15% Chemical Engineering / Biotechnology

**Field of interest of the users of ChemistryViews.org:**

25% Nanotechnology	19% Pharma / Healthcare
18% Energy	14% Water
12% Food	12% Sustainability

**e-newsletter**

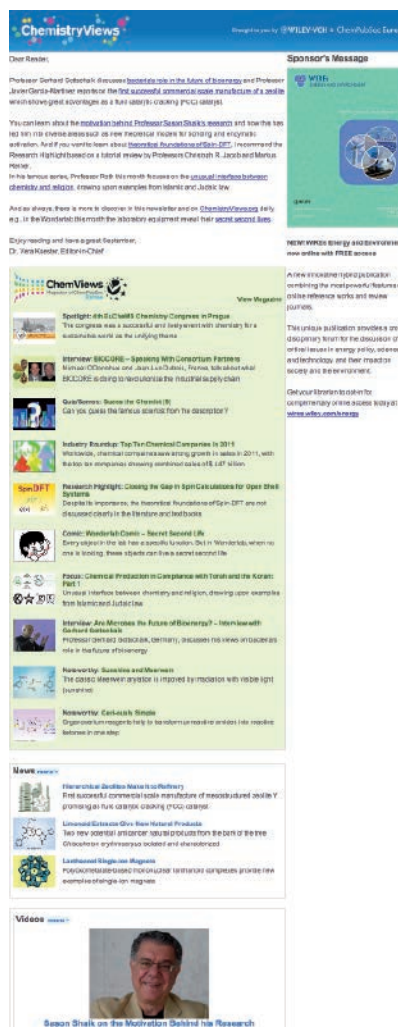
In our weekly and monthly e-newsletters we compile overviews of the most relevant developments for our readers. Users can decide whether they prefer themed newsletters with dedicated content from special fields such as Nanotechnology, Pharma / Healthcare or Organics, or a sector newsletter with content from all relevant disciplines. The average opening rate of 30% highlights the relevance of the content.

Full Banner

Skyscraper

Button

Featured Whitepaper



ADVERTISING OPTIONS, PRICES AND TECHNICAL DETAILS		price in €
Full Banner (468 x 60)	Portal	930 per month
Full Banner (468 x 60)	Themed e-newsletter – monthly: Organic – 9.960 recipients* Nanotechnology – 9.150 recipients* Pharma/Healthcare – 7.780 recipients* Catalysis – 3.130 recipients*	1,350 per month
Full Banner (468 x 60)	Sector e-newsletter – weekly 11.700 recipients*	1,350 per mailing
Skyscraper Banner (120 x 600)	Portal	1,360 per month
Button (120 x 60)	Portal	290 per month
Advertorial	Sector e-newsletter – monthly 15.998 recipients*	1,850 per month
Featured Whitepaper	Portal: period 6 months incl. a teaser for 1 month on the landing page (teaser text, product picture, contact details for leadgeneration, download of the PDF)	1,050
Featured Webcast	Portal: period 6 months incl. a teaser for 1 month on the landing page (teaser text, product picture, contact details for leadgeneration)	1,050

Max. file size for all files: 200 kb  
Files: GIF or JPEG, Flash (swf), 3rd party tags (preferred html/javascript code)

\* As of July 2017

## TECHNICAL DETAILS

**Trim Size**

280 mm (H) x 210 mm (W)

**Type area**

260 mm (H) x 180 mm (W)

Number of columns: 4, column width 45 mm

**Print and binding methods**

Sheet offset, adhesive binding

Print profile: ISO Coated\_v2 (eci)

**Colours**

Euro scale

**FTP transfer**

ftp.wiley-vch.de

User: vchvdr20

Passwort: gusiwa16

**Transmission by e-mail:**

vch-adsales@wiley.com

FTP transfer upon request

**Data format**

We accept the following data formats:

PDF, EPS, TIFF, JPG.

**Use of "open files"**

If you send us programme-specific data formats, e.g. InDesign, QuarkXpress, CorelDraw, we cannot guarantee that the layout will not change upon printing (text, separations, line weight etc.).

**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. Do not compress JPG files too strongly, or this will lead to visible loss of image quality. Use the "maximum" or "high" quality gradings.
5. Do not send pre-separated or DCS files.

**Transmission options**

- by e-mail to [vch-adsales@wiley.com](mailto:vch-adsales@wiley.com)
- by cd rom to

WILEY-VCH GmbH & Co. KGaA  
Ad Sales Department Angewandte Chemie  
Boschstraße 12  
69469 Weinheim, Germany  
Tel.: +49 (0) 6201 606-557  
Fax: +49 (0) 6201 606-550

Magazine Overview

Prices &amp; Formats

Dates &amp; Contents

Online

Technical Data

General terms  
of Business

Contact

# General Terms and Conditions for Advertisements, Supplements, Digital and Online Advertising

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 one advertiser (hereinafter: "client") in the magazines of Wiley-VCH GmbH & Co. KGaA (hereinafter: "publisher") for the purpose of dissemination and relating to the placement of online advertising on the publisher's websites. They shall also apply to orders for third-party supplements in the magazines published by the publisher. The client acknowledges these General Terms and Conditions upon placing an order.

2. Differing, conflicting or supplemental general terms and conditions of advertising clients will not be recognized as an integral part of the contract, unless the publisher expressly agrees to them.

3. The following shall apply to clients wishing to place more than one advert: The discounts shown in the advert price list are only granted for advertisers' adverts which appear in a printed product within one year. The timescale begins on the date of appearance of the first advert, unless a different start date has been agreed in writing upon signing of the contract. The size of discount is based on volume. If, within a year, fewer adverts are taken than originally agreed, the publisher shall be entitled to re-calculate the discount based on the difference between the actual and guaranteed number taken.

4. Upon contractual signing, the client shall be entitled to release further adverts in addition to the volume stated in the order within the agreed timeframe or that stated in clause 3.

5. Order cancellations must be issued in writing. The cancellation charge imposed in the case of cancellation on the deadline date for the placement of the advertisement (or thereafter) is the total order value. In each specific instance, however, the client is expressly granted the right to provide proof that the contractor suffered no loss, or at any rate only a lower loss.

6. Orders for adverts and other marketing material to be published specifically and exclusively in specific issues, specific publications or in specific places in the publication must reach the publisher in sufficient time – i.e. not later than on the date specified in the order confirmation – for the client to be able to be informed before the advert deadline of whether the order can be executed in the requested manner.

7. 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.

8. The publisher reserves the right to reject advert orders – including individual adverts under a blanket contract – or orders for inserts, on grounds of content, origin or technical format, under its own standard and factually justified principles if the content of such orders contravenes legal or regulatory stipulations or if their publication is unacceptable for the publisher. This applies to orders submitted to branch offices, receiving agencies or representatives. Orders for inserts are only binding for the publisher once the insert template has been submitted and approved. Inserts which, due to the format or appearance, may appear to the reader to be part of the newspaper or magazine, or which contain third-party adverts, shall not be accepted. Rejection of an order shall be communicated to the client without delay. In such cases, the publisher reserves the right to request repayment of any discounts granted.

9. The client is responsible for punctual delivery of proper ready-to-print material or supplements or for punctual delivery of materials 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 the technical specifications of the publisher, punctually for the print material deadline. The publisher shall request replacement for recognizably inaccurate or damaged printing material without delay. The publisher guarantees print quality customary to that of the title concerned within the scope of the possibilities of the printing material. Before a digital transmission of artwork, the client is responsible for ensuring by means of suitable technical measures that the transmitted files are free of any computer viruses. Should the publisher discover computer viruses in a file transmitted by e-mail, said file will be deleted immediately without the possibility of the client making any related claims.

10. Discernibly unsuitable or damaged ready-to-print material and/or advertising material is to be replaced by the client immediately when requested to do so by the publisher. The cost of producing ordered ready-to-print material and/or of producing ordered advertising material as well as of substantial alterations to originally agreed versions that are requested by the client and for which the latter is responsible due to the technical quality of the ready-to-print material and/or advertising material supplied will be borne by the client. Should any deficiencies in the ready-to-print material and/or advertising material not be immediately discernible during the review process, but only become discernible in the printing operation and/or upon insertion, the client is not entitled to raise any claims on account of an inadequate printout and/or poor insertion.

11. Print documents will only be sent to the client if specifically requested. The obligation of safekeeping ends three months after expiry of contract.

12. In the case of audio and/or video linked advertising (e.g. banners that cause a pop-up window to open when clicked on, in which audio and/or video content is reproduced) the client is responsible for ensuring that the necessary approvals from GEMA [society for musical performing and mechanical reproduction rights in Germany] or other copyright associations and/or owners have been obtained.

13. The client shall be entitled to a reduction in payment or a corrected replacement advert in cases of fully or partly illegible, incorrect or incomplete 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 ready-to-print material (see clause 10 above). Should the publisher allow the timeframe given to him to elapse or should the replacement advert still be incorrect, the client shall be entitled to a reduction in payment or cancellation of the contract. Complaints – except if defects are not obvious – must be asserted within four weeks from receipt of invoice and proof.

14. (1) The client's claims for damages shall be excluded unless provided for otherwise hereinafter. This exclusion of liability shall also apply in favour of the publisher's legal representatives and vicarious agents in the event that the client asserts claims against them.

(2) Claims for damages on account of death, injuries or adverse health effects as well as claims for damages caused by a violation of essential contractual obligations shall be exempt from the liability exclusion in paragraph 1. Essential contractual obligations shall mean obligations, the fulfilment 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 on the part of the publisher, his legal representatives or vicarious agents shall also be exempt from the liability exclusion.

(3) The provisions of the German Product Liability Act (ProdHaftG) shall not be affected by the above.

15. Sample print-outs will only be provided where specifically requested. The client shall be responsible for the correctness of the returned samples. The publisher shall observe all error corrections made known to it within the period specified upon sending the sample. 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.

16. Unless any specific sizing requirements have been given, the amount to be charged shall be calculated based on the print size that is normal for the type of advert.

17. The client avouches that he is the unconditional owner of all rights of use to the advertising material necessary for publication and distribution. In this respect he indemnifies the publisher from all claims by third parties, and grants the publisher the rights of usage necessary for publication of the advertising material.

18. The client avouches that he is entitled to set the hyperlinks connected to the online advertising. The client furthermore affirms that he will abide by the applicable data privacy legislation – in particular of the Federal and the Teleservices Data Protection Act – and also impose such a responsibility on their employees. Should the client use special techniques such as cookies or tracking pixels to obtain or collect data from the insertion of advertising material in the online offering of the publisher, the client also affirms that they will abide by the precepts of the German Telemedia Act (TMG) and/or of the Interstate Broadcasting Treaty (RfStV) as well as the Federal Data Protection Act (BDSG) in the collection, processing and use of personal data.

19. Should the client fail to pay in advance, the invoice shall be sent immediately or within a maximum of fourteen days after personal data 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.

20. In the event of a delay or deferral in payment, interest and recovery costs shall be added to the amount due. In the case of payment delay, the publisher may withhold further publication under the order concerned until payment is made and demand advance payments for the remaining adverts. Where there is established doubt over the client's ability to pay, the publisher shall be entitled, even during the duration of an advertising contract, to make the publication of further adverts dependent on the prepayment of the sum due and the settlement of outstanding invoices, regardless of the payment terms originally agreed.

21. The publisher shall provide, upon request, a copy of the advert along with the invoice. Depending on the type and scope of advertising contract, advert extracts, record pages or full record numbers will be provided. If a record can no longer be created, it will be replaced with a legally binding certification from the publisher of the publication and distribution of the advert.

22. In the event of a reduction in circulation, a price reduction may be claimed for contracts for a series of adverts if, in the overall average of the insertion year of the first advert, the average circulation stated in the price list or stated any other way or, if a circulation figure is not given, the average number of issues sold (for trade magazines, where appropriate, the average actual distribution) in the previous calendar year is not exceeded. A reduction in circulation is only deemed as a deficiency eligible for a price reduction if it amounts to

- 20% for circulation of up to 50,000 copies
- 15% for circulation of up to 100,000 copies
- 10% for circulation of up to 500,000 copies
- 5% for circulation of up to 500,000 copies.

In addition, claims for price reductions are excluded for contracts if the publisher has given the client sufficient notice of the reduction in circulation for the client to be able to cancel the contract before publication of the adverts.

23. The publisher shall not be responsible for any delays in performance caused by unforeseeable events which the publisher cannot influence (such as strikes, lock-outs, disruption of operations, etc.). After the cessation of such events, the publisher may either publish adverts in the next possible issue of the printed work or online advertising medium, or withdraw from the contract – entirely or in part. In this context, the client shall not be entitled to claim damages.

24. The place of performance and exclusive place of jurisdiction for all disputes shall – to the extent permitted by law – be the publisher's headquarters, at present Weinheim, Germany.

25. The legal code of the Federal Republic of Germany shall be applicable under exclusion of the United Nations Convention on Contracts for the International Sale of Goods.

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