

Media Data

2012

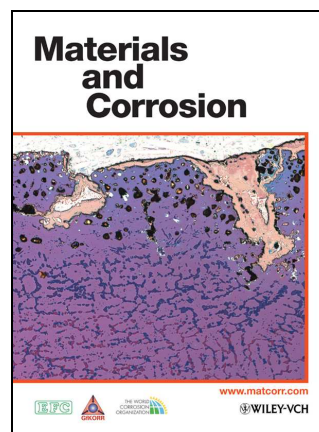
Effective from October 1, 2011

Profile:

Materials and Corrosion is the leading European journal in its field, providing rapid comprehensive coverage of the subject and specifically highlighting the increasing importance of corrosion research and prevention. *Materials and Corrosion* provides you with strictly peer-reviewed, high-quality papers on all aspects of the behavior of materials in corrosive environments as well as corrosion testing and protection. Several sections exclusive to *Materials and Corrosion* bring you closer to the current events in the field of corrosion research and add to the impact this journal can make on your work. *Materials and Corrosion* is indexed in all important indexing services. Articles are published in English with summaries in English and German.

Society Affiliation

Official Organ of the Society for Corrosion Protection e.V. (GfKORR) the DECHEMA Society for Chemical Engineering and Biotechnology e.V. and the European Federation of Corrosion (EFC).



Readership

- ⇒ Professional corrosion specialists
- ⇒ Materials scientists
- ⇒ Metallurgists
- ⇒ Chemists
- ⇒ Ceramists
- ⇒ Engineers
- ⇒ Physicists

Field of Interest

- ⇒ 60 % Industry
- ⇒ 40 % R&D

Circulation

- ⇒ 60 % Germany
- ⇒ 40 % ROW

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Werkstoffe und Korrosion – Materials and Corrosion

Advertising Rates

1/1 page	260 mm (H) x 180 mm (W)	€ 2.300,-
1/2 page	128 mm (H) x 180 mm (W) 260 mm (H) x 90 mm (W)	€ 1.200,-
1/4 page	128 mm (H) x 90 mm (W) 63 mm (H) x 180 mm (W)	€ 620,-
Cover (2 and 4) b/w price		€ 2.800,-

Colour charges:
standard 300 dpi € 310,-

Bleed ads € 180,-

Loose inserts:
max 25g / total € 650,-

Bound inserts: € 2.300,-
Rate per sheet (2 pages)
Bound inserts must be delivered untrimmed.

Volume discounts: 3 ads = 5 %
6 ads = 10 %
9 ads = 15 %
12 ads = 20 %

Mechanical Requirements

Trim size: 279 mm (H) x 210 mm (W)

Type area: 260 mm (H) x 180 mm (W)

Bleed ads: Please allow 3 mm on each edge that bleeds.

Type of binding: adhesive binding

Method of printing: PDF file or TIFF or EPS file at a resolution of at least

Terms/Conditions: 2 % cash discount for payment or net 30 days after receipt of invoice

Agency commission: 15 %

Total print run: 1.000

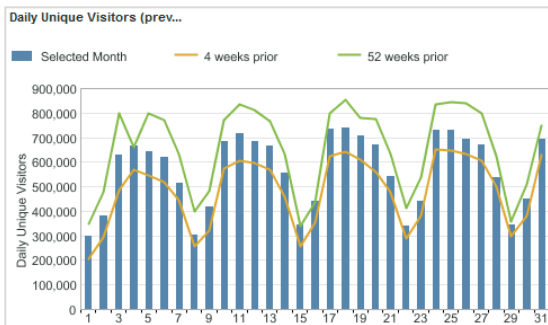
Issue	Advert Deadline	Publication Date	Issue	Advert Deadline	Publication Date
1	6 December	17 January	7	2 June	14 July
2	3 January	14 February	8	5 July	16 August
3	1 February	14 March	9	4 August	15 September
4	6 March	17 April	10	5 September	17 October
5	3 April	16 May	11	3 October	15 November
6	4 May	15 June	12	3 November	16 December

About

Wiley Online Library is the go-to website for key business professionals, clinicians, scientists, scholars and researchers. With several million unique visitors each month, Wiley Online Library is one of the most popular scientific online portals worldwide, reaching the minds that matter.

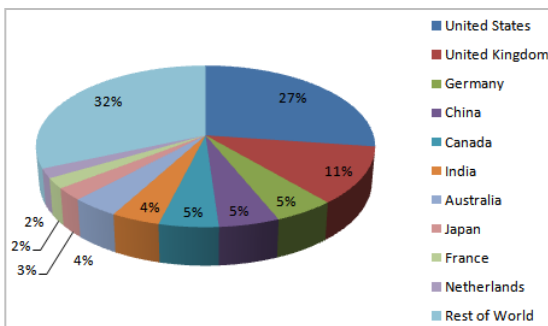
Overall usage, October 2011 (in million):

Unique Users	17,60
Visits	20,50
Page Views	74,20
Ad Impressions	122,16



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.

Top 10 regional breakdown, October 2011:



Advertise

You have multiple options of advertising your company, your product or service on Wiley Online Library.

- Reach the whole network
- Target a focussed subject area and thus cover multiple related journals
- Address the readers of a specific journal
- Reach the journals' readers via the electronic table of content (eTOC) e-mail service for one or multiple journals

Further options as geo-targeting or frequency capping allow you to align your advertising campaign to the optimum.

Basic terms & conditions*

Subject	Leaderboard	49.- € CPM
	Skyscraper	69.- € CPM
Journal	Leaderboard	69.- € CPM
	Skyscraper	89.- € CPM
eTOC	Skyscraper	410,- €**

* Valid from November 1, 2011

** Cost per 1,000 subscribers



Positioning of your advertising

On the portal

The screenshot shows the Wiley Online Library portal homepage. At the top, there is an orange banner with the text "Your leaderboard ad". The main content area includes a search bar, navigation links, and various journal covers. On the right side, there is a vertical orange banner with the text "Your skyscraper ad".

In the eTOC

The screenshot shows a Wiley Online Library eTOC page. On the right side, there is a vertical orange banner with the text "Your skyscraper ad". The main content area displays a list of articles with titles, authors, and publication dates.

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.

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