

Effective from October 1, 2011

Profile:

Materialwissenschaft und Werkstofftechnik provides fundamental and practical information for those concerned with materials development, manufacture, and testing. Both technical and economic aspects are taken into consideration in order to facilitate choosing the material that best suits the purpose at hand.

Review articles summarize new developments and offer fresh insight into the various aspects of the discipline. Recent results regarding material selection, use and testing are described in original articles, which also deal with failure treatment and investigation. Abstracts of new publications from other journals as well as lectures presented at meetings and reports about forthcoming events round off the journal.

Kurztext

Die Beiträge in *Materialwissenschaft und Werkstofftechnik* werden überwiegend in deutsch publiziert mit Zusammenfassungen in deutscher und englischer Sprache. Sie informieren über aktuelle Grundlagenforschung und praktische Anwendungen technischer Werkstoffe. Hauptgegenstand sind dabei neue Werkstoffe, deren Entwicklung und Eigenschaften sowie Prüfung und Fertigung. Außerdem finden Sie in *Materialwissenschaft und Werkstofftechnik* Rezensionen zu neuen Büchern ebenso wie einen Tagungskalender.

Society Affiliation

DECHEMA Gesellschaft für chemische Technik und Biotechnologie e.V., Deutsche Gesellschaft für Materialkunde
Stahlindustrie VDEh



Readership

- ⇒ Professional materials scientists
- ⇒ Metallurgists
- ⇒ Chemists
- ⇒ Ceramists
- ⇒ Engineers
- ⇒ Physicists

Field of Interest

- ⇒ 60 % Industry
- ⇒ 40 % R&D

Circulation

- ⇒ 90 % Germany
- ⇒ 10 % ROW

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Media Data

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Materials Science and Engineering Technology

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1/1 page	260 mm (H) x 180 mm (W)	€ 2.300,-
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1/4 page	128 mm (H) x 90 mm (W) 63 mm (H) x 180 mm (W)	€ 620,-
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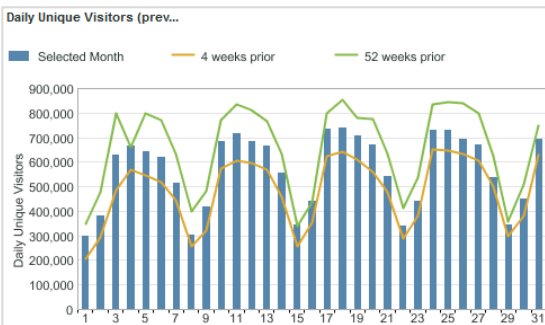
Issue	Advert Deadline	Publication Date	Issue	Advert Deadline	Publication Date
1	1 December	17 January	7	9 June	14 July
2	7 January	14 February	8	12 July	16 August
3	7 February	14 March	9	11 August	15 September
4	11 March	17 April	10	12 September	17 October
5	4 April	16 May	11	11 October	15 November
6	9 May	15 June	12	8 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.

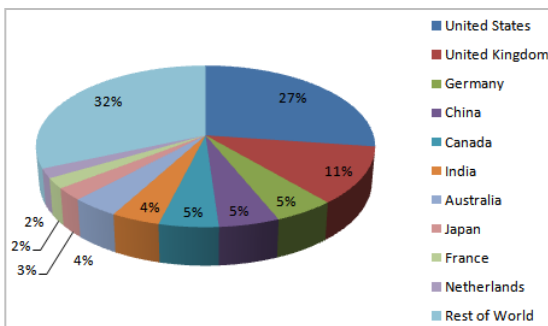
Overall usage, October 2011 (in million):

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
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- 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*

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Journal	Leaderboard	69.- € CPM
	Skyscraper	89.- € CPM
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* 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 page content includes article 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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