

Small

Your primary journal for multidisciplinary research in science and technology at the nano- and microscale

Scope

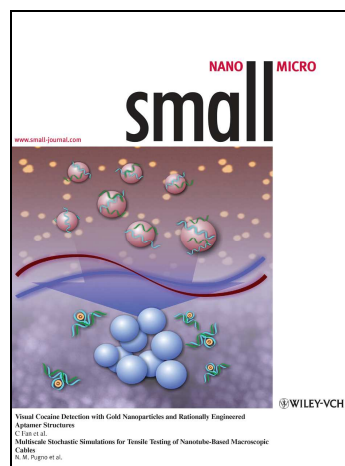
Small provides the very best forum for experimental and theoretical studies of fundamental and applied interdisciplinary research at the micro- and nanoscale.

Small brings you an attractive mix of peer-reviewed Communications, Reviews, Concepts, Highlights, Essays, and Full Papers.

Small has an excellent Impact Factor of 7.333. Herewith *Small* continues to be listed among the Top 10 journals in 5 categories: rank #3 in Nanoscience & Nanotechnology, #4 in Applied Physics, #6 in Physics Condensed Matter, and #8 both in Multidisciplinary Materials Science and Multidisciplinary Chemistry.

Small is supported by an esteemed Editorial Advisory Board with Nobel Laureates Alan Heeger, Sir Harold Kroto, and Jean-Marie Lehn among its Honorary Members."

From January 2009 on *Small* will be published biweekly, increasing from 12 to 24 issues per year.



Readership

Biologists, Biochemists, Biomedical Scientists, Chemists, Engineers, Information Technologists, Materials Scientists, Physicists, Theoreticians

Publisher

WILEY-VCH Verlag GmbH & Co. KGaA
Boschstraße 12, D-69469 Weinheim, Germany
☎ +49(0)6201-606 0 📠 +49(0)6201-606 328 www.small-journal.com

Editorial Staff

José Oliveira
E-Mail: small@wiley-vch.de

Advertising Department

Marion Schulz - Advertising Sales Manager
☎ +49(0)6201-606 565 📠 +49(0)6201-606 550
E-Mail: mschulz@wiley.com

Publishing House

Konrad Triltsch - Print und digitale Medien GmbH
Johannes-Gutenberg-Straße 1-3
D-97199 Ochsenfurt-Hohestadt

Jutta Spieß – Advertising Assistant

☎ +49(0)6201-606 557 📠 +49(0)6201-606 550
E-Mail: jspiess@wiley.com

Material required:

Digitally or PDF (fonts embedded) on CD-r

Small

Publication Schedule

Issue	Ad Copy	Publication	Issue	Ad Copy	Publication
1	9 December	9 January	13	12 June	9 July
2	23 December	23 January	14	26 June	23 July
3	10 January	6 February	15	10 July	6 August
4	24 January	20 February	16	23 July	20 August
5	14 February	12 March	17	13 August	10 September
6	28 February	26 March	18	28 August	24 September
7	14 March	10 April	19	10 September	8 October
8	27 March	23 April	20	24 September	22 October
9	5 April	7 May	21	8 October	5 November
10	20 April	21 May	22	22 October	19 November
11	15 May	11 June	23	12 November	7 December
12	29 May	25 June	24	26 November	21 December

Advertising Rates

1/1 page bw = 260 mm H x 180 mm W Euro 2,300.-

1/2 page bw = 128 mm H x 180 mm W or x 260 mm H x 90 mm W Euro 1,200.-

1/4 page bw = 63 mm H x 180 mm W x or 128 mm H x 90 mm W Euro 620.-

Cover page 4 bw Euro 2,800.-

Colour Charges:

Per colour (process) Euro 310.-

Inserts:

Quotations for bound and loose inserts available

Trim Size: 280 mm H x 210 mm W

Type Area: 260 mm H x 180 mm W

Print run: 1.000

Volume Discounts:

3 adverts 5% 6 adverts 10%

9 adverts 15% 12 adverts 20%

Terms / Conditions:

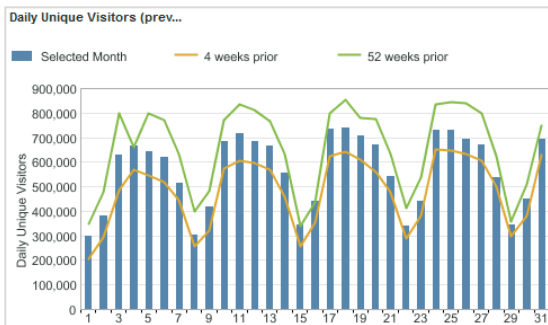
2% cash discount for payment within 8 days or net 30 days after receipt of invoice

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.

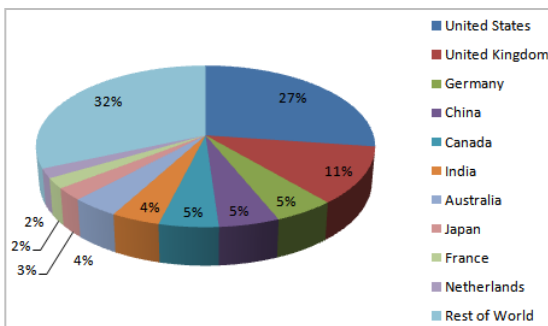
Overall usage, October 2011 (in million):

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 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.

For detailed information please contact:

Marion Schulz (Ad Sales Manager)

Phone +49 6201 606-565

E-Mail mschulz@wiley.com

Jan Kaeppler (Online Business Manager)

Phone +49 6201 606-522

E-Mail jkaeppler@wiley.com