

Media Information 2012

effective October 1, 2011

Print Advertising Rates

1/1 page b/w	€ 1.290,-
1/2 page b/w	€ 750,-

1/1 page 4c	€ 1.990,-
1/2 page 4c	€ 1.450,-

Colour

Standard (each colour)	€ 300,-
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Bleed ads

Extra charge	€ 200,-
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Please allow 3 mm on each edge that bleeds

Bound inserts

1 sheet (2 pages)	€ 1.500,-
2 sheets (4 pages)	€ 1.990,-

Loose inserts

Max. 25 g	€ 630,-/
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1.000 copies

Volume Discount

3 Ads = 5%

6 Ads = 10%

9 Ads = 15%

Terms/Conditions

Net 30 days after receipt of invoice

Add VAT to all prices (19 %)

Additional Information

Advertising Deadlines, Publication Dates and Formats upon request

Print advertisement submission format:

PDF at a resolution of at least 300 dpi

Crossmedia Advertising Rates

Print ad in combination with a Skyscraper or Leaderboard Banner on Wiley Online Library

- Journal homepage
- 30,000 Ad Impressions

1/1 page 4c + Banner ad	€ 2.490,-
1/2 page 4c + Banner ad	€ 1.950,-

Ad Sizes Wiley Online Library

Skyscraper	120-160x600
Leaderboard	728x 90

Technical Specs for banner ads

Maximum file size for all file types is 39kb

Accepted file formats: gif, jpeg, Flash (swf)

Publisher

Wiley-VCH Verlag GmbH & Co. KGaA
Boschstr. 12
69469 Weinheim
Germany

Advertising

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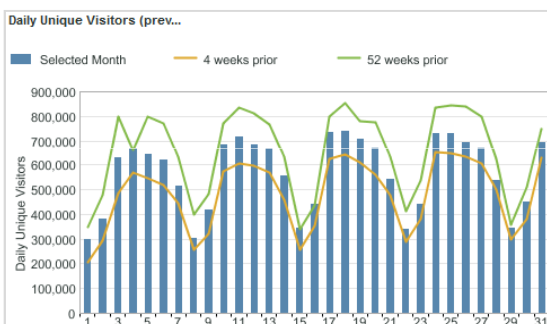
For further information please contact Patricia Filler at pfiller@wiley.com.

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.

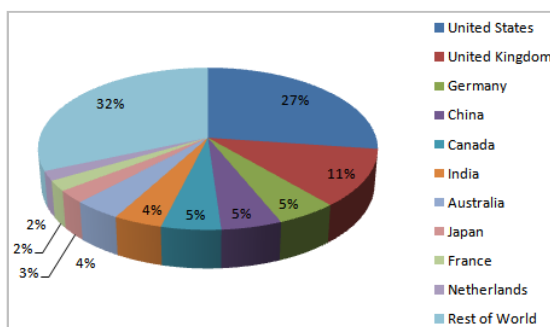
Overall usage, October 2011 (in million):

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.

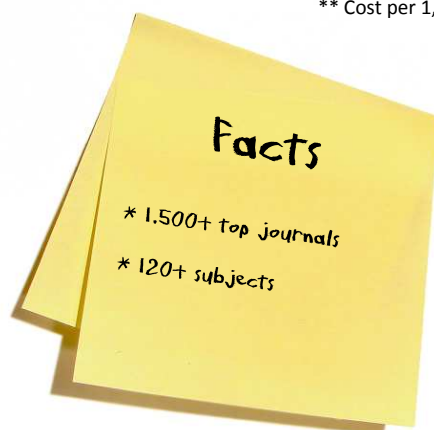
- Reach the whole network
- Target a focussed subject area and thus cover multiple related journals
- Address the readers of a specific journal
- Reach the journals' readers via the electronic table of content (eTOC) e-mail service for one or multiple journals

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

Your leaderboard ad

WILEY ONLINE LIBRARY

Cell & Molecular Biology

FOR LIBRARIANS
Buy these titles

FOR CONTRIBUTORS
Submit your article

FOR PRESS
Use the Press Room

FOR SOCIETIES
Publish with us

SPECIAL FEATURES

View all products in Cell & Molecular Biology

Research Highlights

Special Issues

Sample Issues

Applied Chemistry

State Visions

Essential Resource Books

There are more ways than ever to reach your customers

An unrivalled choice of communication packages

News

Recent Special and Virtual Issues include

Essential Resources

Our online resources include

The Wiley Life Sciences Blog

Microbiome-Driven Cell Biochemistry and Chemical Synthesis

Development

Electrophoresis

Metastromatomes 2011 in brief

Innovations in Cellulose as Molecular Separations

Encyclopedia of Molecular Cell Biology and Molecular Medicine

WILEY Computational Molecular Science

Connect & Share throughout 2011

Cell your library to publish more

Your skyscraper ad

In the eTOC

Ideas that Push the Boundaries

BioEssays
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Early View (Online Version of Record published before inclusion in an issue)

THESE EARLY VIEW ARTICLES ARE NOW AVAILABLE ON WILEY ONLINE LIBRARY

Prospects & Overviews

Problems & Paradigms

The molecular and mathematical basis of Waddington's epigenetic landscape: A framework for post-biology?
Sui Huang
Article first published online: 18 NOV 2011 | DOI: 10.1002/bies.201100031

Meetings

Meetings

Establishing a model organism: A report from the first annual *Nematostella* meeting
Adam M. Ratzel, Joseph F. Ryan and Aron M. Tennent
Article first published online: 18 NOV 2011 | DOI: 10.1002/bies.201100145

Prospects & Overviews

Problems & Paradigms

A novel target for Huntington's disease: ERK at the crossroads of signaling
László Bodai and J. Lawrence Marsh
Article first published online: 16 NOV 2011 | DOI: 10.1002/bies.201100116

Insights & Perspectives

Ideas & Speculations

How chromatin prevents genomic rearrangements: Locus colocalization induced by transcription factor binding
Jérôme Déjardin
Article first published online: 16 NOV 2011 | DOI: 10.1002/bies.201100122

Prospects & Overviews

Review essays

Inflamm-aging of the stem cell niche: Breast cancer as a paradigmatic example
Massimiliano Bonaldi, Gianluca Storzi and Claudio Franceschi
Article first published online: 16 NOV 2011 | DOI: 10.1002/bies.201100104

On the opportunistic nature of transcription and replication initiation in the metazoan genome
Joana Sequeira-Mendes and María Gómez
Article first published online: 16 NOV 2011 | DOI: 10.1002/bies.201100126

Problems & Paradigms

Shadow enhancers: Frequently asked questions about distributed cis-regulatory information and enhancer redundancy
Scott Bartoe
Article first published online: 15 NOV 2011 | DOI: 10.1002/bies.201100121

To unsubscribe from this alert please [click here](#). To change your email address please go to [your profile](#) on the Wiley Online Library. You may submit your email address to reset a [forgotten password](#). Our Privacy Policy can be found [here](#).

Your skyscraper ad

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:

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