

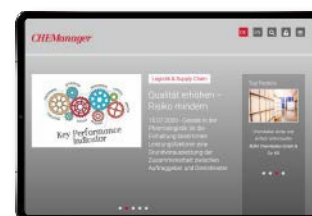
WILEY



2023 Media Guide **CHEManager**

Compelling solutions through
strategic partnerships

www.chemanager.com



CHEManager

CHEManager, the leading trade and business newspaper for the management in the chemical and pharmaceutical industry.

CHEManager supplies managers and executives periodically with important news to assist them in making strategic business and investment decisions. Latest news, insightful interviews, substantiated market reports and technical articles provide **CHEManager** readers in Germany, Switzerland and Austria with a headstart on crucial information 12 times per year. Two times a year, **CHEManager** interviews top executives to compile the substantiated business survey **CHEMonitor**. CHEManager's penetration of the management levels of chemical and pharmaceutical companies – for instance all members of the VAA (German Association of Chemical Executives) – with a circulation of 40,000 copies is unique.

The **CHEManager** brand family is complemented by the B2B online portal **www.chemanager.com** with a biweekly newsletter as well as internationally distributed English-language special-topic tabloids under the **CHEManager International brand** (4 issues per year, circulation 50,000 copies) and the corresponding English-language online portal. Thus, the **CHEManager** brand is the ideal year-round, cross-media image vehicle for corporate advertising campaigns, product promotion, recruitment advertisements and online marketing.

Content


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Overview

Publication Frequency
12 issues per year

Volume
Vol. 32, 2023

Print run
40,000

Membership
IVW 

Publishing Director
Dr. Heiko Baumgartner

Editor-in-Chief
Dr. Michael Reubold

Commercial Manager Sciences
Vanessa Winde

Head of Advertising
Thorsten Kritzer

Order Management
Melanie Radtke

Subscription (Print)
€ 96.30 (+ VAT)

Single copy rate
€ 12.10 (+ VAT)

Subscription for students
€ 48.15 (+ VAT)

ISSN
0947-4188

Format of the newspaper
350 x 510 mm
(Rheinisches Format)

Analysis

CHEManager is the leading publication for executives in the chemical and pharmaceutical industry.

Nine out of 10 readers of **CHEManager** hold upper or middle management positions. CHEManager is distributed to the members of the German association VAA – Chemical Industry Executives.

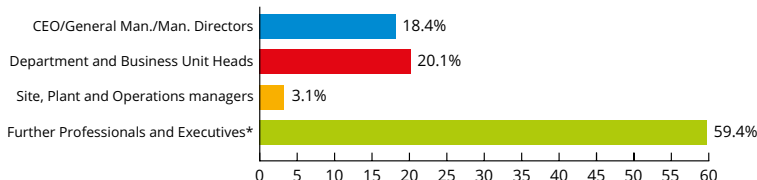
CHEManager is the publication with the broadest distribution within the chemical and pharmaceutical industry in the German-speaking countries of Europe.

With an area-wide distribution of ca. 38,600 print copies in Germany, ca. 813 copies in Switzerland and ca. 403 copies in Austria, **CHEManager** is highly visible in companies within the chemical and pharmaceutical industry.

CHEManager is an indispensable media vehicle for communicating with top decision-makers in the chemical and pharmaceutical industry.

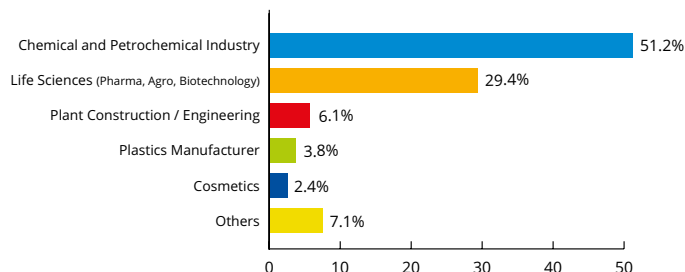
CHEManager provides the ideal content for your corporate advertising campaigns, product promotion, recruitment advertisements and online marketing.

Distribution by Position



*Including approx. 16,500 personal member recipients of the VAA (Association of Employed Academics and Senior Employees of the Chemical Industry). Personal data not collected for data protection reasons.

Distribution by Industry



Geographical Distribution	%
Germany	92.2
Switzerland	2.2
Austria	1.6
Others	4

Distribution – German Postal codes	%
Post Code 0	5
Post Code 1	5.2
Post Code 2	5.5
Post Code 3	7.1
Post Code 4	14.3
Post Code 5	13.4
Post Code 6	20.2
Post Code 7	7.9
Post Code 8	9.3
Post Code 9	4.3
Abroad	7.8

Editorial Analysis

Topics	%
Markets & Companies*	31
Management & Strategy	14
Production & Automation Control	11
Chemistry & Life Sciences	10
Logistics	7
Industrial Locations (Sites & Services)	7
At a Glance	5
Start-ups	5
Human Resources & Employment Issues	4
Innovation	3
Others	1
Energy / Environment	2

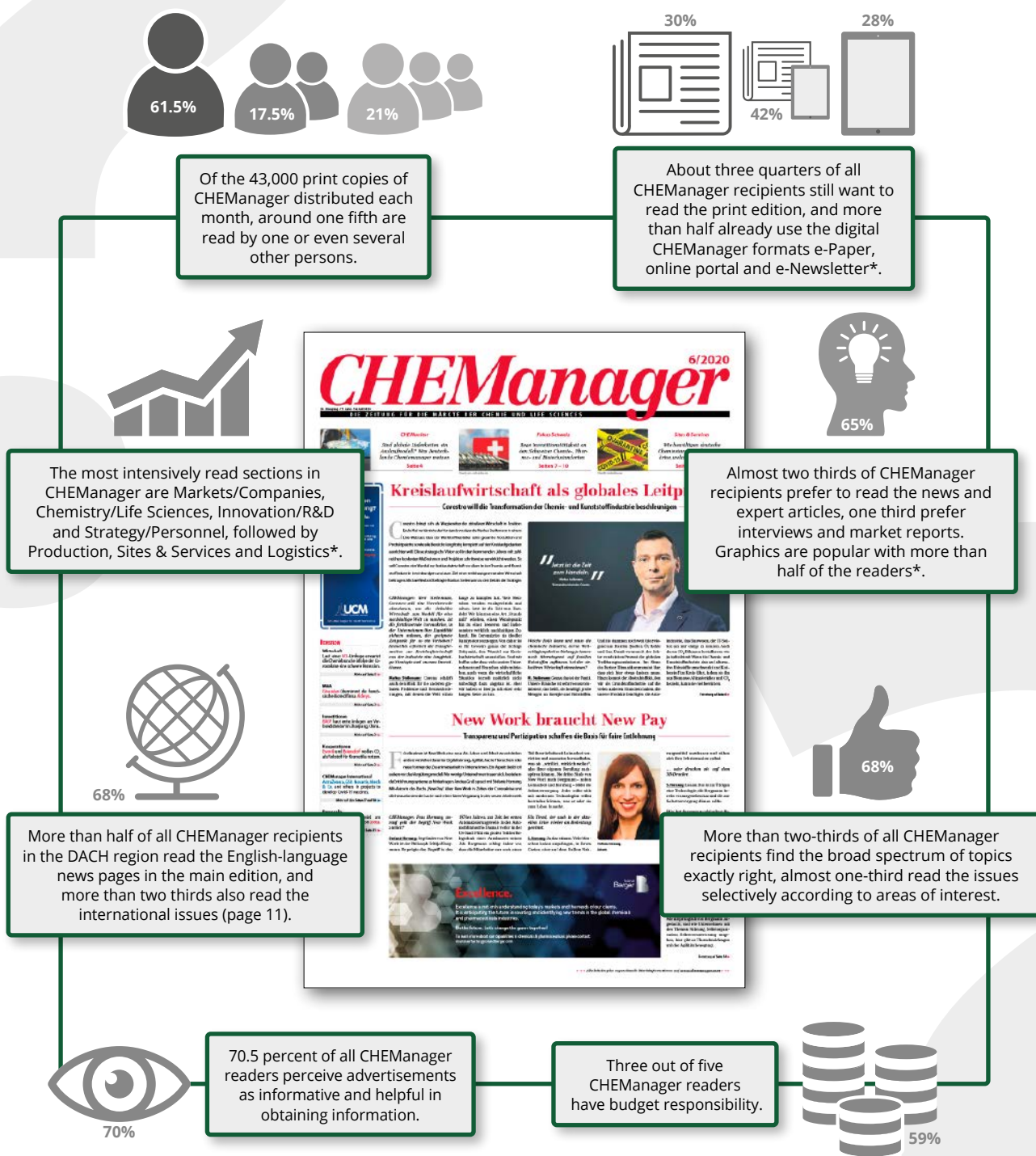
* incl. international News

Circulation Breakdown	Copies
Print run	40,000
Subscriptions	16,005
Controlled circulation, Trade Shows	23,783
Total Circulation	39,788

Reader Survey

In the first quarter of 2019, CHEManager conducted a three-month reader survey in which the results of more than 330 online questionnaires and individual phone surveys were evaluated. The results confirm the regular recipient analyses (page 3) and also allow representative statements to be made about the recipients' reading

behavior and their perception of the contents of the CHEManager print edition. Participants were also asked about the use of the digital edition and the CHEManager.com online platform. Some relevant results are shown graphically on this page.



Bottom Line


CHEManager meets the information needs of its demanding, highly qualified readership in terms of topics, text styles and media formats. The vast majority of CHEManager readers have management and leadership functions. The ongoing high use of the print edition and the increasing use of digital formats reflect the spectrum of the

current generation of managers between 30 and 60 years of age. More than half of the readers have budget responsibility and more than two thirds rate advertising in the printed CHEManager or corresponding digital advertising formats on the online portal CHEManager.com as informative and helpful.

Dates & Contents

Issues	1 January	2 February	3 March	4 April
Publishing date	25.01.2023	22.02.2023	22.03.2023	19.04.2023
Advertising deadline	09.01.2023	06.02.2023	06.03.2023	30.03.2023
Editorial deadline	19.12.2022	25.01.2023	22.02.2023	22.03.2023
Features and Focus Topics	Austria	Innovation, Start-ups	Coatings	Logistics, Circular Economy
Industry Panel CHEMonitor				■

Topics

Markets • Companies Market reports, interviews, and news coverage of chemical, pharmaceutical and related industries, industry policy and regulatory affairs	■	■	■	■
Management • Strategy Company management, business model strategies, financing, start-ups, innovation and R&D management, portfolio and asset management, digitalization, Innovation Pitch	■	■	■	■
Personnel • Career Human Resources strategies, employer branding, labor law and legislation, professional training and development, information for specialists and executives, career management, job market	■	■	■	■
Industrial Locations (Sites & Services)* Site management, site development, industrial settlement, industrial & site services, infrastructure			■	
Chemistry • Life Sciences* Innovative applications of chemicals and materials, feedstocks, value chains & circular economy, catalysis, contract research & manufacturing services, chemical distribution	■	■	■	■
Logistics • Supply Chain* Logistics services, transportation and storage, supply chain management		■		■
Production** Plant engineering & construction, plant safety, maintenance, process & automation technology, digitalization, IoT, environmental and climate protection, energy efficiency	■	■	■	■
CHEManager International (English-language topical issues)***			 Issue 1 details page 11	

E-Mail Newsletter

Distribution date CHEManager Newsletter (German)	26.04. + 10.05.	24.05. + 07.06.	21.06. + 05.07.	19.07. + 02.08. + 16.08.
Distribution date CHEManager International Newsletter (English)	03.05. + 17.05.	31.05. + 14.06.	28.06. + 12.07.	26.07. + 09.08.

Trade Shows/Conferences

		7th ECP 22.-23.02.2023 Dusseldorf, Germany	European Coatings Show 28.-30.03.2023 Nuremberg, Germany	CPHI North America 25.-27.04.2023 Philadelphia, PA, USA
		LOPEC 28.-02.03.2023 Munich, Germany	In-Cosmetics 28.-30.03.2023 Barcelona, Spain	Interphex 25.-27.04.2023 New York, NY, USA
		Specialty & Customs Chemicals Show 01.-03.03.2023 Fort Worth, TX, USA	Handelsblatt Jahrestagung Chemie 01.04.2023 Frankfurt, Germany	LogiMAT 25.-27.04.2023 Stuttgart, Germany
		LogiChem 14.-16.03.2023 Rotterdam, Netherlands	Hannover Messe 17.-21.04.2023 Hanover, Germany	LogiPharma Europe 25.-27.04.2023 Lyon, Frankreich
		Handelsblatt Jahrestagung Pharma 21.-22.03.2023 Berlin, Germany		Biotechnica/Labvolution 09.-11.05.2023 Hanover, Germany
		DCAT Week 20.-23.03.2023 New York, NY, USA		Transport Logistic 09.-12.05.2023 Munich, Germany

Trade fair dates without guarantee.

* Editorial schedules in more details are available for these sections upon request: visit www.chemanager.com or send email to chemanager@wiley.com

** The Production section focusses on all relevant process industries: chemicals (incl. agrochemicals, food, cosmetics, petrochemicals, plastics) and pharmaceuticals (incl. biotechnology).

*** Please find additional information on the English-language topical issues on page 11.

Dates & Contents

Issues	5 May	6 June	7 July	8 August
Publishing date	17.05.2023	14.06.2023	12.07.2023	16.08.2023
Advertising deadline	28.04.2023	25.05.2023	26.06.2023	31.07.2023
Editorial deadline	19.04.2023	17.05.2023	14.06.2023	19.07.2023
Features and Focus Topics	Fine & Specialty Chemicals	Digitalization, IoT	Switzerland	Energy & Environment
Industry Panel CHEMonitor	■			

Topics

Markets • Companies Market reports, interviews, and news coverage of chemical, pharmaceutical and related industries, industry policy and regulatory affairs	■	■	■	■
Management • Strategy Company management, business model strategies, financing, start-ups, innovation and R&D management, portfolio and asset management, digitalization, Innovation Pitch	■	■	■	■
Personnel • Career Human Resources strategies, employer branding, labor law and legislation, professional training and development, information for specialists and executives, career management, job market	■	■	■	■
Industrial Locations (Sites & Services)* Site management, site development, industrial settlement, industrial & site services, infrastructure		■		
Chemistry • Life Sciences* Innovative applications of chemicals and materials, feedstocks, value chains & circular economy, catalysis, contract research & manufacturing services, chemical distribution	■	■	■	■
Logistics • Supply Chain* Logistics services, transportation and storage, supply chain management	■			■
Production** Plant engineering & construction, plant safety, maintenance, process & automation technology, digitalization, IoT, environmental and climate protection, energy efficiency	■	■	■	■
CHEManager International (English-language topical issues)***	 Issue 2 details page 11			

E-Mail Newsletter

Distribution date CHEManager Newsletter (German)	26.04. + 10.05.	24.05. + 07.06.	21.06. + 05.07.	19.07. + 02.08. + 16.08.
Distribution date CHEManager International Newsletter (English)	03.05. + 17.05.	31.05. + 14.06.	28.06. + 12.07.	26.07. + 09.08.

Trade Shows/Conferences

	Chemspec Europe 24.–25.05.2023 Basel, Switzerland	Specialty & Agro Chemicals America 20.–22.06.2023 Charleston, SC, USA		Forum Chemielogistik 01.09.2023 Ludwigshafen, Germany
	CESIO World Surfactants Congress 05.–07.06.2023 Rome, Italy			GDCh-Wissenschafts- forum Chemie 04.–06.09.2023 Leipzig, Germany
	BIO International Convention 05.–08.06.23 Boston, MA, USA			IAA Mobilitye 05.–10.09.2023 Munich, Germany

* Editorial schedules in more details are available for these sections upon request: visit www.chemanager.com or send email to chemanager@wiley.com

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*** Please find additional information on the English-language topical issues on page 11.

Dates & Contents

Issues	9 September	10 October	11 November	12 December
Publishing date	13.09.23	18.10.23	15.11.23	13.12.23
Advertising deadline	28.08.23	29.09.23	27.10.23	27.11.23
Editorial deadline	16.08.23	20.09.23	18.10.23	15.11.23

Features and Focus Topics	Pharma & Biotech	Plastics, Circular Economy	Automation, Safety & Security	Industrial Locations
Industry Panel CHEMonitor			■	

Topics

Markets • Companies Market reports, interviews, and news coverage of chemical, pharmaceutical and related industries, industry policy and regulatory affairs	■	■	■	■
Management • Strategy Company management, business model strategies, financing, start-ups, innovation and R&D management, portfolio and asset management, digitalization, Innovation Pitch	■	■	■	■
Personnel • Career Human Resources strategies, employer branding, labor law and legislation, professional training and development, information for specialists and executives, career management, job market	■	■	■	■
Industrial Locations (Sites & Services)* Site management, site development, industrial settlement, industrial & site services, infrastructure	■			■
Chemistry • Life Sciences* Innovative applications of chemicals and materials, feedstocks, value chains & circular economy, catalysis, contract research & manufacturing services, chemical distribution	■	■	■	■
Logistics • Supply Chain* Logistics services, transportation and storage, supply chain management		■		
Production** Plant engineering & construction, plant safety, maintenance, process & automation technology, digitalization, IoT, environmental and climate protection, energy efficiency	■	■	■	■
CHEManager International (English-language topical issues)***	 Issue 3 details page 11			 Ausgabe 4 details page 11

E-Mail Newsletter

Distribution date CHEManager Newsletter (German)	30.08. + 13.09.	27.09. + 11.10.	25.10. + 08.11.	22.11. + 06.12.
Distribution date CHEManager International Newsletter (English)	23.08. + 06.09.	19.09. + 04.10. + 18.10.	01.11. + 15.11.	29.11. + 13.12.

Trade Shows/Conferences

	German Chemical Industry Open House 22.09.2023 Nationwide	Deutscher Logistik-Kongress 18.-20.10.2023 Berlin, Germany	SPS Smart Production Solutions 28.-30.11.2023 Nuremberg, Germany	
	ChemOutsourcing New Jersey, USA	Sepawa Kongress Berlin, Germany	Fi Europe 28.-30.11.2023 Frankfurt, Germany	
	Bio-Europe Copenhagen/Denmark and Malmö/Sweden	CPHI Worldwide 24.-26.10.2023 Barcelona, Spain		
	EPCA Kongress Berlin, Germany	A+A 24.-27.10.2023 Dusseldorf, Germany		
	Fakuma 17.-21.10.2023 Friedrichshafen, Germany	Namur Hauptsitzung Bad Neuenahr, Germany		

Trade fair dates without guarantee.

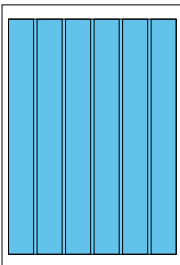
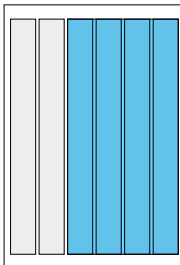
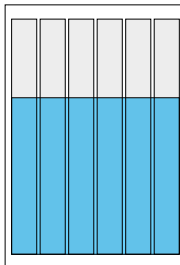
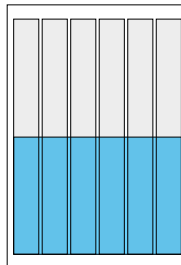
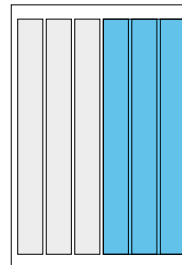
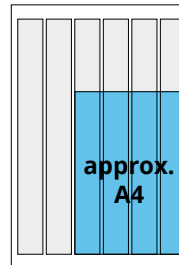
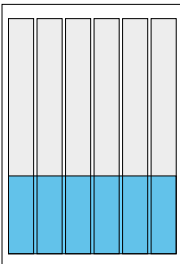
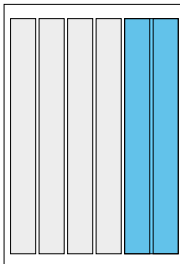
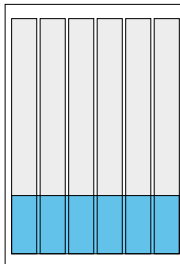
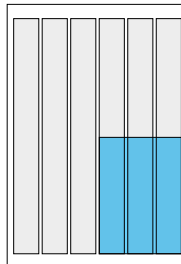
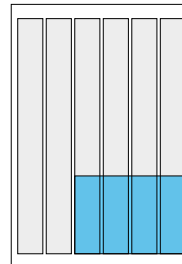
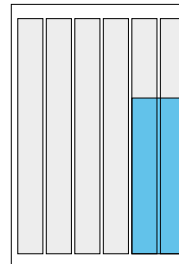
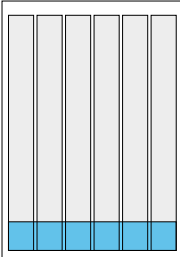
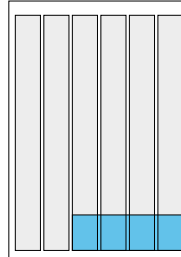
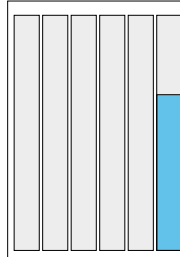
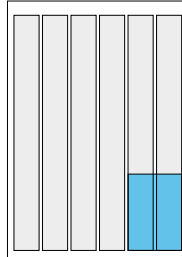
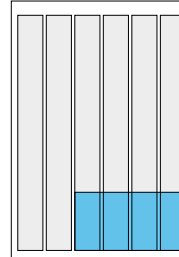
* Editorial schedules in more details are available for these sections upon request: visit www.chemanager.com or send email to chemanager@wiley.com

** The Production section focusses on all relevant process industries: chemicals (incl. agrochemicals, food, cosmetics, petrochemicals, plastics) and pharmaceuticals (incl. biotechnology).

*** Please find additional information on the English-language topical issues on page 11.

Prices & Formats

Newspaper Format +++ More than Double Space of a Standard A4 Magazine +++ Maximum visibility

1/1 Page Width: 325 mm Height: 476 mm (6 columns) € 15,980	2/3 Page portrait Width: 215 mm Height: 455 mm (4 columns) € 11,720	2/3 Page landscape Width: 325 mm Height: 303 mm (6 columns) € 11,720	1/2 Page landscape Width: 325 mm Height: 225 mm (6 columns) € 10,525	1/2 Page portrait Width: 160 mm Height: 455 mm (3 columns) € 10,525	1/2 Page corner Width: 215 mm Height: 303 mm (4 columns) € 10,650
					
1/3 Page landscape Width: 325 mm Height: 149 mm (6 columns) € 8,580	1/3 Page portrait Width: 105 mm Height: 455 mm (2 columns) € 8,580	1/4 Page landscape Width: 325 mm Height: 114 mm (6 columns) € 7,340	1/4 Page classic Width: 160 mm Height: 227 mm (3 columns) € 7,340	1/5 Page landscape Width: 215 mm Height: 152 mm (4 columns) € 7,170	1/5 Page portrait Width: 105 mm Height: 303 mm (2 columns) € 7,170
					
Footer Width: 325 mm Height: 57 mm (6 columns) € 4,680	Corner (small) Width: 215 mm Height: 74 mm (4 columns) € 3,550	Skyscraper Width: 50 mm Height: 303 mm (1 column) € 3,550	Rectangle Width: 105 mm Height: 149 mm (2 columns) € 3,550	1/6 Page landscape Width: 215 mm Height: 114 mm (4 columns) € 5,320	
					

Further formats and island advertisements are charged by the millimeter. Details of minimum and maximum formats are available upon request.

Advertisements by Millimetre

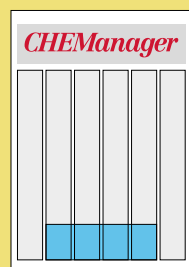
(Price per single column/50 mm)

Standard position
€ 14.80/mm

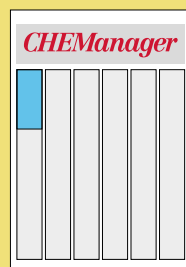
Island advertisement
€ 17.60/mm

Premium Positions

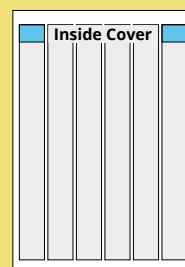
Title page, Footer
 Width: 215 mm
 Height: 74 mm
 (4 columns)
€ 7,070



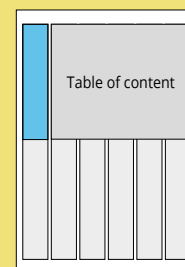
Title page, Newsflow
 Width: 50 mm
 Height: 116 mm
 (1 column)
€ 2,600



Title corner
 Width: 50 mm
 Height: 35 mm
 (1 column)
€ 835



Skyscraper, Table of content
 Width: 58 mm
 Height: 260 mm (1 column)
€ 3,825



Prices & Formats

Preferred positions	w / h (mm)	Price € 4c
Title page Advert at bottom	215 x 74	€ 7,070
Inside cover (e.g. Production) ¹		€ 8,900
Title corner inside (e.g. Production, Pharma, Logistics, Chemicals)	50 x 35	€ 835

Loose Inserts ²	weight	Price €
	up to 20 g	€ 225
	per additional 5 g	€ 6.50

BusinessPartner	Total Price € 4c
width x height	105 x 120 mm
4 Issues	€ 3,140
8 Issues	€ 5,280
12 Issues	€ 7,380

Advertisements by Millimetre

(Price per single column/50 mm)

Advertisements	€ 14.80 mm
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Job advertisements please see page 18

Additional charges

Binding positions	10%
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Discounts

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

Reprints and ePrints

For your internet presence we would be pleased to provide you with the PDF file of your article for a Nominal charge of **300 €** (plus VAT). A printable PDF is available at a price of **980 €** (plus VAT).

Prices for printing and delivery of your reprint, as well as individual special formats (e.g. with cover picture and and display ad or bundling of articles) are available on request. As are offers for reprints and eprints of scientific articles from Wiley peer-reviewed journals.

Contact:

Thorsten Kritzer,
+49 (0) 6201 606 730, tkritzer@wiley.com

¹ Cancellation only possible up to 8 weeks before advertising deadline.
Title page: the picture must be coordinated with publisher in advance and Wiley-VCH GmbH has exclusive rights of it for 6 months.

² Costs per thousand – including postage; no discount for loose inserts, sample must be sent before order can be accepted.

Terms of Payment:

Payment within 30 days without deduction.

Bank details:

J.P. Morgan AG
Taunus Turm · Taunustor 1
60310 Frankfurt, Germany
IBAN: DE55501108006161517443
BIC: CHASDEFX

VAT-Id.No.: DE136766623

Tax No.: 47020/29082

All prices are subject to the statutory VAT.

The new price list comes into effect on
1 October 2022 and supersedes all previous price lists.

Technical Specifications

Newspaper format

350 x 510 mm (width x height)
325 x 455 mm (width x height), print space
Number of columns: 6, column width 50 mm

Print methods

Newspaper web press (Roll offset)

Colours

Euro scale,
no special colours possible

Application of paint

max 240%

Screen ruling

70 ruling
Print profile: ISOnewspaper26v4

Inserts

Minimum insert size: 105 x 148 mm
Maximum insert size: 240 x 350 mm (w x h)
the back fold must be on the long side (350 mm)
Minimum weight for single-sheet inserts: 170 g/m²

Delivery of loose inserts

Delivery quantity: 40,200 copies

The delivery address for bound-in inserts and any supplements will be given to you with the order confirmation.

Data formats

We accept the following data formats:
PDF, EPS, TIFF, JPG.

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, we require a resolution of at least 250 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.

To avoid errors, please observe the following:

Send all text to be used and associated files together. Attach a hard copy/print-out to the layout check. Ensure that no RGB colours are used in any files, including the associated files. For files from programmes not intended for the creation of printed documents (e.g. Word, Excel, Powerpoint), the files must always be converted. This means inevitable changes in data and considerable additional work, which we have to add to your invoice.

Transmission options

by e-mail to mradtke@wiley.com



Wiley-VCH GmbH
FAO: Melanie Radtke
Boschstrasse 12
69469 Weinheim, Germany
Tel.: +49 (0) 6201 606 557

CHEManager International

In addition to the 12 German-language issues of CHEManager, we will be publishing English-language special focus issues under the brand of **CHEManager International**.

These on-topic issues will provide a comprehensive overview on each thematic priority. An extensive pan-European plus overseas circulation will ensure the presence in the world's largest and most vibrant sales markets for the chemical & life science industries. **40,000 copies** will be distributed together with the CHEManager newspaper in the **German language markets**, another **10,000 copies** will be distributed directly to decision makers **across Europe** and will be circulated at leading trade shows and conferences. Regular e-newsletters, daily updated industry news on CHEManager.com plus the digital issues guarantee a **continuous and highly visible cross-media presence**.

CHEManager International 1

Incl. Focus Topics: Pharma & Biotech, Logistics



Pharma, Biopharma & Biotechnology, Bioeconomy, Chemical & Pharma Logistics, Digitalization.

Publishing date: 22.03.2023
Advertising deadline: 24.02.2023

Circulation: 50,000 copies
incl. distribution at trade shows
(e.g. Specialty & Customs Chemicals Show, DCAT Week)

CHEManager International 2

Incl. Focus Topics: Fine & Specialty Chemicals, Distribution



Fine and Specialty Chemicals, Bio-based Chemistry, Contract Research, Development and Production, Chemical Distribution.

Publishing date: 17.05.2023
Advertising deadline: 21.04.2023

Circulation: 50,000 copies
incl. distribution at trade shows
(e.g. Chemspec Europe, Transport Logistic, FECC Congress)

CHEManager International 3

Incl. Focus Topics: Pharma & Biotech, Innovation



Pharmaceutical and biotechnological R&D, chemicals for pharmaceuticals, contract research (CROs) and contract manufacturing (CMOs).

Publishing date: 13.09.2023
Advertising deadline: 18.08.2023

Circulation: 50,000 copies
incl. distribution at trade shows
(e.g. CPhI Worldwide, ChemOutsourcing)

CHEManager International 4

Incl. Focus Topics: Regions & Locations, Circular Economy



Leading and emerging regions for the chemical & life science industries including detailed location information for investors (FDI).

Publishing date: 13.12.2023
Anzeigenschluss: 17.11.2023

Circulation: 50,000 copies

Prices & Formats

Format: Tabloid, stapled bound (240 mm width x 330 mm height)

Format	(width x height in mm)	Price in €
2/1 pages tabloid	455 x 303	€ 13,460
1/1 page tabloid	215 x 303	€ 8,260
1/2 page tabloid landscape	215 x 152	€ 4,680
1/2 page tabloid portrait	105 x 303	€ 4,680
Juniorpage	160 x 227	€ 4,680

Format	(width x height in mm)	Price in €
1/4 page classic	105 x 149	€ 2,295
1/4 page landscape	215 x 74	€ 2,295
1/4 page portrait	50 x 303	€ 2,295
Cover pages (bleed)	240 x 330 (plus 3 mm trim)	€ 9,050
Title page + story*		€ 9,535
BusinessPartner	4 Issues (105 x 120 mm)	€ 3,080

* The cover story will be handled like an editorial article and is subject to the standards and formalities of the magazine.

Native Advertising Plus

Content is King

In addition to publishers, organisations as well as agencies produce unique and relevant content supporting researchers, engineers and executives with their business processes, strategic decisions or learning success.

Distribution is Crucial

Valuable content is the essential basis, its targeted distribution is a necessity. Present your content with the leading platform for the chemical, pharmaceutical and process industries and benefit from the excellent reputation CHEManager enjoys across the industries.

Native Advertising Plus

With the Native Advertising Plus packages you inform CHEManager's readers with original content. The content communicates your expertise in the field, establishes the experts in your company as thought leaders and leverages brand awareness. The native advertising piece will be designed in the look & feel of CHEManager's original editorial content, both in print and online. By publishing the author's name together with detailed contact information, we encourage direct business initiation.*



	CHEManager			CHEManager International		
	Basic Native Advertising	Advanced Native Advertising	Professional Native Advertising	Basic Native Advertising	Advanced Native Advertising	Professional Native Advertising
Content	1/4 page text advertisement with 3,500 characters + 1 illustration or graphic	1/2 page text advertisement with 5,500 characters + 2 illustration or graphic	1/1 page text advertisement with 10,000 characters + 4 illustration or graphic	1/2 page text advertisement with 2,000 characters + 1 illustration or graphic	1/1 page text advertisement with 3,500 characters + 2 illustration or graphic	2/1 page text advertisement with 9,000 characters + 4 illustration or graphic
Design in the look & feel of a CHEManager article with customer's individual content	■	■	■	■	■	■
Editorial consulting: benefit from the expert knowledge of our editors – they will be pleased to help you with the production of your content.		■	■		■	■
Online publication until further notice (online layout, tags, links to customer's website; video Integration possible)	■	■	■	■	■	■
Guaranteed placement for 1 day among featured topics		■	■		■	■
Guaranteed placement for 3 days as headline-article			■			■
Price	€ 3,620	€ 5,200	€ 7,980	€ 2,290	€ 4,050	€ 6,600

*For legal reasons, we have to insert the word Advertorial above the article.



CHEManager INNOVATION PITCH

The Initiative

Something is happening in the German and international chemical and life science start-up scene! That is good news, because start-ups are drivers of innovation: chemical start-ups develop new materials and technologies that are urgently needed, for example, for the energy revolution, or they bring digitalization to the process industry. Life science start-ups are discovering new diagnostic or treatment methods for healthcare or are driving digital research forward through databases and platform models. New business models that enable partnerships along the R&D or value chain are also driving progress in chemistry and the life sciences.

The CHEManager Innovation Pitch gives founders, young entrepreneurs and start-ups from the industry the opportunity to present their ideas or business models to a broad audience of experts and thus establish new contacts with potential investors, development partners and customers.

The Competition

The CHEManager Innovation Pitch is not only a presentation platform for start-ups in the monthly print editions of CHEManager as well as the four print editions of CHEManager International and on a dedicated website, but also a competition. At the end of each year, a jury of experts from organizations and companies associated with the chemical and life science industries selects an annual winner from the start-ups that made it into the CHEManager Innovation Pitch.

Present your start-up | Sponsoring

As an established communication and information platform, CHEManager offers start-ups access to potential partners and investors and creates a broad public presence through the network.

Are you a company founder and have a start-up in the chemical or life science industry or would you like to support the initiative as a sponsor?

Contact us:
chemanager@wiley.com | +49 (0)6201 606 522
chemanager-innovationpitch.de

B2B-Website www.chemanager.com

chemanager.com is the portal for top executives and decision makers of the chemical and pharmaceutical industry and the relevant supply and application sectors. Everybody who wants to stay on the cutting edge of industry news should not miss chemanager-online.com.

Online-Advertisement

Give your company an image, show your presence, communicate a product launch – in short: benefit from our scope. Complement your print campaign and increase your market penetration with an image campaign on **chemanager.com**.

Leaderboard	728 x 90 Pixel	€ 1,650 / month, run of site*
Wide Skyscraper**	160 x 600 Pixel	€ 2,150 / month, run of site*
Skyscraper**	120 x 600 Pixel	€ 1,650 / month, run of site*
Medium Rectangle	300 x 250 Pixel	€ 2,250 / month, run of site*

* "run of site" means that the ad placements may appear on any page of the target site. They will be shown randomly in a rotating scheme by each new page impression (maximum of four banners at one position).

**the mobile optimized version requires an additional Medium Rectangle format

Top Feature

Promote your product, your application note, your event or any other highlight on the "cover page" of **chemanager.com**. Reach your target group 24/7/365.

Scope of Service: Picture (476 x 315 px, Format 1,5:1), Headline, Intro on landing page (150 letters), Detailed Text (up to 4,000 characters recommended), 1-4 Images, Contact Information

Running Time: 2 weeks prominent as a Top Feature Story. Additionally, your highlight remains for a total of six months in the portal's database ***€ 2,200**

Combo offer: Feature on Portal + Newsletter **€ 2,750**

*in a rotation scheme with five other Top Feature Stories. Text is subject to editorial criteria.

Whitepaper | Application Note

The ideal format to present your expertise in full detail and to generate leads. Application notes, market or case studies are the perfect presentation form for companies, whose content differs from their competitors'.

Scope of Service: Teaser text, product photos, company contacts, PDF for download **€ 995 / 6 months**

Webcast | Video

This multimedia advertising format is the perfect complement to your banner advertising and whitepapers.

Scope of Service: Teaser text, product video, company address **€ 995 / 6 months.**

Accesses to the website (Google Analytics)

Page Impressions/month	131,800
Unique Visits/Month	84,700

Mean values from the 1st half of 2022

See next page for technical specifications

Desktop

Mobile

Newsletter: www.chemanager.com

With alternating German- and English-language free-of-cost newsletters, **CHEManager** provides its subscribers with important market and company news on a weekly basis. In addition to latest news, exclusive interviews and top stories the newsletters inform about products, services and events.

Newsletter: Banner formats & prices

Publication: bi-weekly. With the booking of a „Feature“, your content will be placed on one of the prominent feature positions

Full Banner	468 x 60 Pixel	€ 1,050
Medium Rectangle	300 x 250 Pixel	€ 2,150

Feature Newsletter	Text (up to max. 4,000 characters advisable), headline, intro (150 characters), at least one image (format 1.5:1, at least W x H 476 x 315 px, better 750 x 500 px, max. 250 KB), three additional images possible (format see above), Contact information	€ 1,150
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Combo offer:		€ 2,750
Feature on website + newsletter		

Newsletter Key Figures 2021/2022

	german	english
Unique Open Rate (MV)	26,2 %	23,5 %
Unique Click Through Rate (MV)	21,1 %	13,2 %
Click-to-Open Rate (MV)	28,8 %	20,2 %

MV = Mean value of 39 (german) and 28 (english) newsletters sent out

Technical Data

Please send your files by mail to your sales representative. We will take care of all further steps.

Banner (Website)

Size of data: max. 200 KB

Data formats: GIF, JPG, PNG, HTML5, any kind of Redirect/Tag

Banner (Newsletter)

Size of data: max. 200 KB

Data formats: GIF, JPG, PNG

Target-website

Please tell us the exact URL, where your banner should be linked to.

Webcast

Data format: any video format is possible

Size of data: max. 40 MB or Youtube link

CHEManager

Comeback der deutschen Chemie

Themen: VCI-Halbjahresbilanz, Unternehmensbilanzen, M&A-News, Personalia, News über AlzChem, BASF, Bayer, Brenntag, Evonik, Lanxess, Rentschler, Röhm, Sartorius, WeylChem, u.v.m.

Liebe Leserinnen und Leser,

die deutsche Chemieindustrie hat eine starke Bilanz für das erste Halbjahr 2021 vorgelegt. Der Umsatz der Branche stieg dank guter Nachfrage sowie kräftig anziehender Preise (+ 4,7 %) für chemisch-pharmazeutische Produkte im Vergleich zum Vorjahreszeitraum um 12 % auf 111 Mrd. EUR. Diese positive Bilanz zog der **Verband der Chemischen Industrie (VCI)** heute Vormittag.

Herzliche Grüße,

Michael Reubold und Ralf Kempf
CHEManager



Top-Thema



Märkte & Unternehmen

Arbeit, die zum Leben passt

14.07.2021 - Die neue Flexibilität soll auch in Zukunft Teil der Arbeitswelt des Chemiekonzerns Evonik sein.

Full Banner
€ 1,050

Medium Rectangle
€ 2,150

Maximize Your Supply Chain Savings

Visit our ROI calculator to show how Elenica Digital Supply Network can help drive profitability



Feature



Chemikalien & Distribution

Akquisition von EKC vollendet, neuen Geschäftsbereich geschaffen

LANXESS Deutschland GmbH - Die Übernahme von Emerald Kalama Chemical (EKC) durch Lanxess ist erfolgreich abgeschlossen.

Feature
€ 1,150

INTERPHEX OCTOBER 19-21, 2021
DUBLIN, IRELAND

Exclusive access to your customers
Single Sponsored Newsletter
6,350 €

Recruitment Advertising



The Jobbörse Chemie (chemistry job board), the B2b chemical industry newspaper CHEManager as well as the German Chemical Industry Employers' Association (BAVC) have combined their expertise and efforts by creating the online job market Jobnetwork Chemie|Pharma. The means of this platform targeting the German speaking markets is to provide support to employers in recruiting qualified personnel and specialists. Jobnetwork Chemie|Pharma efficiently connects job-seekers and employers in the chemical and pharmaceutical industries – from trainees and young professionals through to experienced experts and managers.

Online job postings will be published on the following websites:

www.jobnetwork-chemiepharma.de
www.chemanager-online.com/jobs
www.jobcluster.de
www.vaa.de/Karriere

Online job advertisements

Premium advertisements

Publication of a Premium advertisement (one post per advertisement) in individual design, over a period of up to 60 days.

Your investment: **€ 825** plus statutory VAT.

Print job advertisements

With **CHEManager** you can address over 40,000 specialists and management staff in the German-speaking parts of Europe.

Your investment:
€ 3,185 for a ¼ page classic format,
160 mm width x 227 mm height

Incl. four-colour surcharge plus statutory VAT.

www.jobnetwork-chemiepharma.de

Your Business 2023 in the Spotlight

CHEManager.com

International Issues



FEATURES:
PHARMA & BIOTECH,
LOGISTICS
MARCH

Editorial

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FEATURES:
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INNOVATION
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FEATURES:
REGIONS & LOCATIONS,
CIRCULAR ECONOMY
DECEMBER

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Move Beyond Advertising

Powering your message across science & industry

It's critical to find compelling ways to present your message so it stands out and gets your story in front of the right people and communities.

Wiley serves the full ecosystem of publications, societies, scientists and industry professionals with targeted reach and solutions to help you make even deeper connections with your audience.

Engage the right audience with the right marketing mix by adding **Wiley Events & Education** and **Wiley Communications** solutions plus **Amplifiers** to your marketing plans.

Events & Education

Present your own content or sponsor a webinar or virtual event and strategically position your brand alongside trusted, relevant content. Engage and interact with your audience and build credibility for your message.

Communications

These co-branded publications provide an exclusive and distinctive way to promote your brand, using the strengths of our multimedia programs and published work relevant to scientists and industry professionals.

Amplifiers

Enhance your programs with additional solutions to power your initiatives to the fullest. Provide even more value-added content to your audience or expand your program with Wiley Amplifiers.

Take the opportunity to strategically position your brand and make your narrative discoverable, engaging, and impactful.

With a wide variety of titles and channels to choose from, your journey to brand recognition and lead generation starts here!



Events & Education

Educating audiences is a critical cornerstone of any marketing program to demonstrate how your brand can effectively solve problems and to support scientists and industry professionals in their daily practice across various applications. Our events and topic-focused website solutions can help you deliver clear, focused content and deepen your engagement with your target audience.

■ Webinar

Showcase your expertise, generate leads, deepen your engagement, and build credibility by sponsoring a webinar with Wiley. Engage with your relevant audiences in a familiar online webinar environment on topics of your choice.

Our specialized events team will fully take care of your event including technical aspects and hosting. We will work closely with you in setting up the agenda, inviting the speakers, collecting content, and driving registrants to your event through dedicated marketing campaigns.



Choose from:

- **Single-Speaker Webinar**
Includes live Q&A
- **Multi-Speaker Panel Discussion or Webinar**
Includes a pre-recorded panel discussion or back-to-back presentations, single live Q&A

Speakers can be provided by the Wiley editorial team or suggested by the sponsor.

Includes:

- Content support from our specialist editors (at additional cost)
- Webinar hosting on state-of-the-art platform
- Webinar promotion to our extensive audience to drive registrations and brand awareness
- Direct interaction with participants during the live Q&A video session
- Generation of qualified leads (GDPR-compliant)
- Registration and attendance tracking and reporting
- On-demand hosting

■ Virtual Event

Wiley is taking real-world conference programs to virtual platforms instead. Promote your brand and gain credibility in an online environment with exclusive and distinctive formats with keynote speakers, panel discussions, or co-branded webinars.

Using the strengths of our multimedia programs and your expertise, you can uncover topics that people want to discuss and share. To support the events, we offer a balanced view on the topic and run marketing activities to power engagement.

By sponsoring a virtual event your brand will benefit from:

- Tailor-made marketing package to generate quality leads and boost brand awareness
- Being associated with an unbiased, credible Wiley brand



■ Knowledge Hub

Strategically showcase your brand alongside trusted, relevant content.

A Knowledge Hub is an online learning destination focused on specific topic or application areas. Scientists and industry professionals are given a unique opportunity to get familiar with your brand and help further educate them in an engaging environment.



These online educational platforms group together relevant, meaningful and quality-controlled Wiley content, designed for the realities of today's scientific practice. They provide users with in-depth information on methods and applications via a custom combination of engaging content, such as article collections, webinars, content feeds, and more!

Knowledge Hubs help scientists and industry professionals put their research into practice and enable you to:

- Associate your brand alongside trusted content from one of the most trusted publishers
- Access and communicate with specific audiences
- Generate leads (GDPR-compliant)
- Leverage Wiley's online footprint and existing journal content to drive engagement with your target audience
- Boost your program with Wiley-led marketing tactics to drive additional targeted traffic

Take advantage of expert project management for seamless execution.

Pricing

For detailed information on any of these options, please contact your local representative.

Communications

Give your audience access to the depth and breadth of authoritative, peer-reviewed content and help them make a greater impact in their work.

■ Article Collection

Provide scientists and industry professionals with access to full-length journal articles. Focused on a subject of your choice, we create a digital content asset containing 3 to 7 Wiley journal articles.



You can select from a wide range of journal publications and can add a contribution via an introduction letter. Additional full-page ads are optional. When a user enters the site, they will be invited to register.

By sponsoring an Article Collection, your brand will benefit from:

- Lead generation with free access for target audience
- Thought leadership: brand associated with key articles relating to sponsor's subject area of choice

■ Expert Insights

Provide scientists and industry professionals with a custom, co-branded publication focusing on a technology in your field. Examples are Ebooks or whitepapers and infographics combined into content assets along with sponsor content.

Expert Insights are presented behind registration and supported by dedicated marketing campaigns to drive traffic.



With Expert Insights scientists get a comprehensive view on a key topic and your brand will benefit from:

- Lead generation with free access for target audience
- Thought leadership: brand associated with custom publications relating to sponsor's subject area of choice

■ Essential Knowledge Briefing (EKBs)

Wiley's Essential Knowledge Briefings (EKBs) deliver a concise overview of the most crucial current issues to scientists.

Rapidly deliver your messages in short, practical guides that are in a mobile-enabled format for convenience and easy access.



Work with Wiley to identify a topic — we take care of the content and design

By co-branding an EKB, your brand will benefit from:

- Lead generation with free access for target audience
- Thought leadership: brand associated with publications relating to sponsor's subject area of choice

Pricing

For detailed information on any of these options, please contact your local representative.

Amplifiers

Boost your programs by adding an additional layer. Ask about these add-ons to further expand and promote your narrative.

Consider adding these amplifiers to your package:

Extended Reach	Boost traffic with additional tailored marketing tactics to enhance reach and discoverability of your messages.
Content Feed	Attract and retain target audiences with a tailored feed of Wiley content — including access to full text articles — delivered to a client's website.
Infographic	Visually represent scientific research or content, making it easier to digest. Custom-created in print, as downloadable PDFs, or as videos.
Expert Commentary	Enhance content credibility and engagement by adding a short audio or video presentation delivered by an expert.
Translation	Share valuable peer-reviewed information in local languages for better engagement and understanding of international research.
Run On / Print Copies	Get extra printed copies of content products to share.

Pricing

For detailed information on any of these options, please contact your local representative.

Advertising and Reprint Production Terms and Conditions

Definitions

1. In these terms and conditions:

- (a) **“Wiley”** means the company within the John Wiley & Sons group that is providing the Advertising and Reprint services as set out on the Booking Confirmation or invoice issued by the Wiley group entity or its authorised agent.
- (b) **“Advertising”** means any advertisements requested by the Customer to be displayed in products owned or controlled by Wiley or any third party partner of Wiley and includes both advertising that appears in Wiley's or its third party partners' print publications (“Print Advertising”) and advertising that appears electronically on any of Wiley's websites, or any application or other digital format owned or controlled by Wiley or any third-party partner of Wiley (“Online Advertising”).
- (c) **“Customer”** means a person or entity who is placing an order for advertising or reprint production with Wiley and includes an advertiser on whose behalf advertising is placed, and any media agency or company that may arrange advertising or reprints for its clients.
- (d) **“Booking Confirmation”** means the confirmation provided by Wiley which sets out the details of the Advertising. For Reprints, it consists of an email confirmation sent by Wiley to confirm the Reprint order.
- (e) **“Insertion Order”** or **“Purchase Order”** means a document provided by the Customer for ordering Advertising or Reprints which confirms the agreed details.
- (f) **“Reprint”** means print or physical goods, being a specified number of reprints of articles or other material (for example, pre-loaded USBs), as requested by the Customer and/or ePrints which are digital versions of articles or other materials hosted by Wiley or its licensees and linked from a Wiley website, an email or a Customer website (“ePrints”).
- (g) **“Reprint Quotation”** means a document supplied to the Customer by Wiley which sets out the details of the quotation for Reprints.
- (h) **“Terms”** means these terms and conditions.

ADVERTISING TERMS

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- 3. Wiley will, or will instruct its affiliates to, use commercially reasonable efforts to publish the Advertising in the format and in the position as set out in the Booking Confirmation, however all Advertising is subject to editorial approval and Wiley reserves the right to vary the placement of Advertising within a print product or online site or digital product when necessary.
- 4. Wiley reserves the right at any time to refuse or withdraw from publication Advertising which is not in accordance with the specifications provided in the Booking Confirmation, these Terms or is otherwise inappropriate in Wiley's sole and reasonable discretion. Notwithstanding the foregoing, Wiley has no obligation to review or approve Advertising copy (for compliance, appropriateness, or otherwise). Wiley may publish the Advertising with a heading ‘Advertising’ or in some other manner to distinguish the advertising material from editorial material. If and to the extent that the Advertising does not conform to Wiley's then-effective production specifications, Wiley reserves the right to make technical modifications as necessary to conform to such specifications.
- 5. If Wiley is creating advertising copy on behalf of the Customer, Wiley will provide final copy for the Customer's approval by email.
- 6. Customer is solely responsible for compliance with all laws, standards, industry codes and other binding guidelines as to the content of the Advertising, whether created by Wiley on its behalf or provided to Wiley, including but not limited to all applicable medical advertising regulations.
- 7. The Customer will supply an authorised Purchase Order or Insertion Order to Wiley for Print Advertising and Online Advertising. Advertising bookings cannot be reserved without receipt of the aforementioned documents. Orders for booking of Online Advertising must be received at least 7 business days in advance of the proposed first run date. Wiley cannot guarantee that orders received after this time will be fulfilled. Customer shall book Online Advertising on a monthly basis unless otherwise expressly set out in the Booking Confirmation. Publication dates specified in the rate cards may be subject to changes at the discretion of Wiley; new publication dates will be communicated to the Customer prior to publication, at point of order confirmation where possible.
- 8. The Customer must submit the required copy for Print Advertising on the material submission date as set out in the Booking Confirmation (“Materials Due Date”). If a Customer fails to provide the Print Advertising copy for a confirmed booking by the Materials Due Date, the Customer may be charged for Print Advertising unless a cancellation has been approved by Wiley in writing. If Wiley accepts copy for the Print Advertising after the Materials Due Date, Wiley makes no representations that Print Advertising will be published and the Customer will have no claim against Wiley for credit or republication in the event of non-publication, or if the Print Advertising is published in another manner or format than as set out in the Booking Confirmation.
- 9. Customer must submit Print Advertising copy in compliance with the artwork and data specifications as set out in the Booking Confirmation, or as previously provided by Wiley in relation to the particular publication.
- 10. Customer shall deliver and shall be solely responsible for providing to Wiley all of the text, pictures, graphics, sound, video, programming code and other media which comprise the graphic or html file that comprises the Online Advertising in conformance with Wiley's delivery specifications.
- 11. Wiley makes no guarantees as to the number of visitors to any Wiley site or digital product or the number of impressions at any Wiley site or digital product, unless such guarantees are expressly made in writing by Wiley in the Booking Confirmation. Any ‘impression goals’ or the like provided are non-binding. Online Advertising described in the Booking Confirmation as ‘100% sponsorships’ will not be subject to any impression or viewability guarantees.
- 12. Wiley will provide reporting at the end of the Online Advertising campaign, or otherwise as requested within a reasonable time of request, to give details of Online Advertising performance (i.e. impressions, clicks). Real time transparency of campaigns can be managed by the Customer by using Google Ad Manager.

13. Unless specifically set out in the Booking Confirmation and agreed in writing by Wiley, Online Advertising will not be behind a registration barrier. The Customer acknowledges that Online Advertising placed on Wiley Online Library will be viewable by both subscribers and non-subscribers to Wiley Online Library. For the avoidance of doubt, Print Advertising may be viewable by non-subscribers to journals or periodicals.

14. In relation to Online Advertising to be included in email alerts to subscribers and other authorised users of Wiley's products (“Email Alerts”), Wiley cannot guarantee the send date of any Email Alert advertising unless otherwise expressly agreed in the Booking Confirmation.

15. The sole remedy for any failure by Wiley to provide any Advertising, is that the Customer will be provided with a period of Online Advertising or additional Print Advertising in an equivalent placement and for a set period of time as determined by Wiley. Wiley will not be responsible for any failures that are not caused by Wiley. Wiley cannot guarantee that such ‘make-up’ bookings can be made in the month following the initial Advertising period.

16. In submitting Advertising to Wiley, the Customer warrants and represents that:

- (a) publication of any Advertising (including any Advertising copy that is created by Wiley on behalf of the Customer which has been approved by Customer) in the manner set out in the Booking Confirmation will not breach or infringe any copyright, patent, trademark, trade secret or obligation of confidentiality or privacy, any law of defamation or obscenity, or any relevant law or regulation concerning advertising or promotions, including any medical advertising laws, industry codes or regulations;
 - (b) the Customer has the right to grant the licence to Wiley to use the Advertising as contemplated by these Terms;
 - (c) the Advertising is accurate, truthful and non- deceptive and does not violate any laws regarding false advertising;
 - (d) the Advertising does not violate any other applicable law, statute, ordinance or regulation, including without limitation any laws and regulations governing export control;
 - (e) the Advertising is not and does not contain content that is lewd, pornographic or obscene, excessively profane, racist, ethnically offensive, threatening, infringing, excessively violent, libellous, gambling-related, or promote any discriminatory activity, promote illegal drugs or arms trafficking, create a risk to a person's safety or health, compromise national security or interfere with an investigation by law enforcement officials or is offensive, misleading, deceptive or destructive, and does not promote, advocate or facilitate terrorism, terrorist-related activities or violence;
 - (f) Online Advertising does not create, facilitate the creation of or exploit any security vulnerabilities in a user's computer, promote programs which compensate or provide incentives to users for clicking ads or offers, performing searches, surfing websites or reading emails or contain viruses, trojan horses, worms, time bombs, cancelbots or other harmful or deleterious programming routines whether similar or dissimilar to the foregoing; and
 - (g) Customer has obtained written consent to display the name or image of any living person in any Advertising.
17. The Customer acknowledges that in relation to Advertising, Wiley makes no representation or warranty (i) that any publication of any Advertisement will be confined to persons resident in various countries (ii) of the exact number of page impressions that will be delivered, (iii) regarding the quality of reproduction of the Advertisements; or (iv) as to the availability of any Online Advertising site or digital product.
18. In addition to the Terms, the following clauses of the standard terms and conditions of the Interactive Advertising Bureau for Media Buys of Less than One Year (**“IAB Terms”**) will apply to all Online Advertising services, with Wiley being the ‘Media Company’ and Customer being the ‘Agency’ and ‘Advertiser’ (unless the Customer is a media agency booking advertising on behalf of a customer in which case it will be the Agency, with its customer being the Advertiser):
- (a) Section II (Ad Placement and Positioning);
 - (b) Section IV (Reporting) (excluding clause IV(b));
 - (c) Section XII (Non-Disclosure, Data Usage and Ownership, Privacy and Laws)
 - (d) Section XIII (Third Party Ad Serving and Tracking)

In the event of any inconsistencies between the IAB Terms and these Terms, these Term will prevail, to the extent of the inconsistency.

REPRINT TERMS

- 19. A Reprint Quotation will be provided to the Customer by Wiley. The Customer must provide a Purchase Order or return the Reprint Quotation and provide all relevant details in order to submit an order for producing the Reprint and in doing so, the Customer agrees to be bound by these Terms. Wiley may issue a Booking Confirmation to confirm the Order.
- 20. The Reprints are solely for the use of the Customer and may not be re-sold, posted on the internet (other than as permitted for ePrints in the format specified by Wiley) or reproduced in any other format or media without the express written permission of Wiley and payment of the appropriate licence fee. The Reprints must not be amended or modified in any way after delivery. If the Customer wishes to append or add any material to a Reprint it shall inform Wiley at the time of making the order and pay any additional fees charged by Wiley. Wiley reserves the right to accept or decline any such request in its sole discretion.
- 21. For ePrints, the Customer will be provided with a link and is entitled to the number of downloads of ePrints, as specified in the Reprint Quotation and/or Booking Confirmation. The Customer may opt to pay a premium price and have a print download option on ePrints if confirmed in the Booking Confirmation.
- 22. Wiley will use commercially reasonable efforts to deliver the Reprints by the date specified by the Customer (if any) in the accepted Reprint Quotation, however Wiley will not be liable for any non-delivery or late delivery.
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Advertising and Reprint Production Terms and Conditions

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English Language		Translations	
Point of Cancellation	% of order value – excluding shipping & expedited delivery fees	Point of Cancellation	% of order value – excluding shipping & expedited delivery fees
Purchase Order / confirmed order received	5%	Purchase Order / confirmed order received	5%
Order sent to printer / Proof compiled	10%	Translation work started	50%
Proof approved by customer	25%	Proof approved by customer	75%
ePrint created	35%	ePrint created	35%
Copies printed / ePrint supplied	100%	Copies printed / ePrint supplied	100%

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