

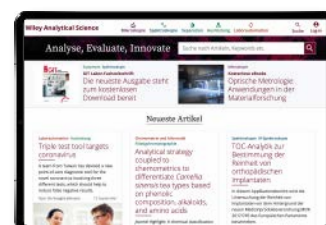
WILEY



2023 Media Guide

GIT Labor- Fachzeitschrift

Compelling solutions through
strategic partnerships



GIT Labor-Fachzeitschrift

Brief Profile

Our readers are your clients. Take advantage of our experience in the industry and our reach of 25,000 recipients of our print magazine and more than 5,000 readers of the digital edition to draw attention to yourself. In addition to the German-language laboratory market, it is also important to reach your target group internationally: we offer you different combinations to increase your visibility in the best possible way.

The authors who write for the GIT Labor-Fachzeitschrift work in laboratories and thus form the link between scientific and industrial research. This guarantees that the articles are the most current and of the highest quality. Easy to understand and practice-oriented professional pieces impart expert knowledge in all disciplines of laboratory analysis. This makes us not only the communication organ to the scientific community but the direct interface between users and manufacturers. In addition to scientific articles and application notes, we present innovative new products and offer companies a platform to present their solutions for the laboratory market.

With the team of the GIT Labor-Fachzeitschrift, you have a competent partner at your side, who will support you in underlining your expertise and attracting the greatest possible attention to your products and services. Supplemented by the content and qualified worldwide contacts of the renowned scientific publisher Wiley, we can offer you customized solutions, with which you can spread your message professionally and accurately.

Content


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Overview

Publication Frequency
8 issues per year

Volume
67th year 2023

Printrun
25,000

Membership
IVW 

Publishing Director
Dr. Heiko Baumgartner

Commercial Manager Sciences
Vanessa Winde

Editorial
Dr. Christina Poggel,
Product Manager

Advertising Administration
Kerstin Kunkel

Subscription
€ 119.60 (+ VAT)

Single Copy Rate
€ 17 (+ VAT)
Subscription for students 50% discount

ISSN
0016 3538

Format of the magazine
DIN A4

Our Topics and Formats

The issues of GIT Labor-Fachzeitschrift are dedicated to different main topics. The topics are prepared for you accordingly.

In research articles, interviews, application notes and product profiles as well as news from research and industry, the latest developments in digital transformation in the lab, environmental and bio-analytic, and medical and pharmaceutical research are presented.

On our website Wiley Analytical Science, the high-quality contents are further information.

In addition, a special newsletter is published which is dedicated to the main topic of the print edition and informs our readers about the publication of a new issue.

In addition to the magazine part, in which we present start-ups, special personalities and new projects, the marketplace offers you the opportunity to present your latest products in the form of application notes and product profiles. Each issue additionally contains current products from a wide range of companies in the industry. Further information on advertising opportunities can be found on page 9.

Medical and Pharmaceutical Research	Analytics in Consumer Protection	Bioanalytics: Proteomic and Lipidomic	Environmental Research
Diagnostics Drug Discovery Infection Research Cancer Research	Food Cosmetics Nanoparticles Element Analysis Identification on Unknown Compounds	Analytical & Separation Methods Application in Diagnostics and Pharmaceutical Bioprocess Technology Biotechnology	Pesticides Micro plastic PFAS Hormons Water

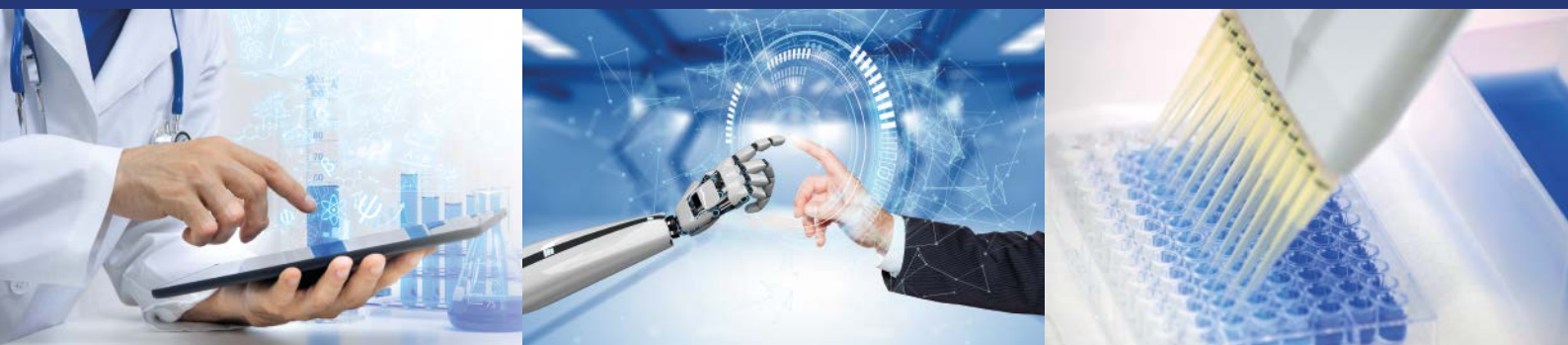
Digital Transformation of the Lab	Sustainability in the Lab	Analytic Trends: Methods and Equipment
State of the Art Issues with Implementation Lab of the Future	Sustainable Lab Practices Devices and Equipment Research on Sustainable Materials Recycling	Mass Spectrometry Spectroscopy Chromatography & Separation Methods Sample Preparation & Liquid Handling

Topics that span all columns: Chromatography & Separation Methods, Sample Preparation & Liquid Handling, Spectroscopy, Mass Spectrometry, Particle Measurement Technology, Temperature Control Technology, Vacuum Technology

Dates & Contents

Issues	1-2 January February	3 March	4 April	5-6 May June
Publishing Date	22.02.2023	29.03.2023	26.04.2023	12.06.2023
Advertising Deadline	30.01.2023	03.03.2023	04.04.2023	22.05.2023
Editorial Deadline	03.01.2023	01.02.2023	02.03.2023	17.04.2023
TOPIC FOCUS	Medical and Pharma- ceutical Research	Analytics in Consumer Protection	Bioanalytics: Proteomic and Lipidomic	Environmental Research
METHODS AND TECHNIQUES	Chromatography, Spectroscopy, etc.	Mass Spectrometry, Particle Measurement Technology, etc.	LC-MS, Temperature Control Technology, etc.	Preparation & Liquid Handling, etc.
FAIRS AND EXHIBITIONS			Labvolution Hanover, Germany 09.-11.05.2023	Future Labs Live Basel, Switzerland 30.05.-01.06.2023
Wiley Analytical Science Award			Wiley Analytical Science Conference April 2023	Submit applications by 31 May 2023
Special e-newsletter covering the topic focus of the print issue	22.02.2023	04.04.2023	03.05.2023	14.06.2023

Issues	7-8 July August	9 September	10 October	11-12 November
Publishing Date	26.07.2023	13.09.2023	18.10.2023	22.11.2023
Advertising Deadline	10.08.2023	23.08.2023	25.09.2023	31.10.2023
Editorial Deadline	31.07.2023	17.07.2023	23.08.2023	25.09.2023
TOPIC FOCUS	Digital Issue	Digital Transformation of the Lab	Sustainability in the Lab	Analytical Trends: Methods and Equipment
METHODS AND TECHNIQUES		Automation Techniques, LIMS, etc.	Vacuum Technology, Material Characteri- zation, etc.	
FAIRS AND EXHIBITIONS		LIMS-Forum Cologne, Germany October 2023		Wiley Analytical Science Conference November 2023
Wiley Analytical Science Award	Presentation of the finalists			Presentation of the award winners
Special e-newsletter covering the topic focus of the print issue	26.07.2023	20.09.2023	18.10.2023	29.11.2023



These Topics Motivate the Laboratory Industry – we present them in a nut shell.

The usual top content of the GIT Labor-Fachzeitschrift, now also in the digital edition.

Videos, interactive graphics, a new design and more:

Individual presentation possibilities for our customers.

Diversity for our authors.

Greater reading experience for our audience.

The digital edition will be published in German and English. It will be sent to our newsletter recipients, approximately 50,000 worldwide. We would be happy to advise you on individual marketing solutions – please contact us. Contact details on page 23.

Our focus points inform you about the topics

DNA-Analyse und Drug Discovery

Be excited about what awaits you in August.

Advertising Deadline 13 July 2023

Publishing Date 26 July 2023

Analysis

Circulation Breakdown

Copies per Issue	Copies
Printrun	25,000
Total circulation	24,788
Sold circulation	939
Thereof foreign countries	1,632
Cost-free copies	23,849
Archive, tradeshow, sample copies	212

Data according to IVW analysis 2nd quarter 2022

Target Groups	%
Industrial R & D	32
Academic Research & Teaching	29
Production / Process Control	9
Purchasing	9
Corporate Management	7
Technical Management	6
Quality Control	6
Marketing / Sales	2

Position	%
Research- / Laboratory- / Technical- Management	28
Research Assistant	17
Laboratory Staff	14
University Teachers / Insitutes' Management	13
Management	12
Product- / Projectmanager	8
Head of Marketing	5
Others	3

Distribution Breakdown

Size of Enterprise	%
1 up to 49 staff members	28
50 up to 499 staff members	47
more than 500 staff members	53

Geographical Distribution	%
Germany	93
Austria	3
Switzerland	4

Sectors	%
Chemical Industry incl. Petrochemical	30
Pharmaceutical Industry + Biotechnology	28
Universities + Research Institutes	22
Food and Beverages Industry	4
Measurement Technology	4
Contract Research, Independent Labs	4
Medical	3
Government, Associations etc.	2
Others	3

Buyers Guide

Buyers Guide – Wide coverage on a low budget

The Buyers Guide is the ideal platform for a continuous presence in the print issue of GIT Labor-Fachzeitschrift. Via a link to the Online Buyers Guide on <https://bit.ly/WAS-buyers-guide> your company entry addresses an average of **20,000 visitors per month**.

Use this attractive platform for a **cross-media presentation** of your company and select from the following formats:

Runtime 4 issues

Basic entry of up to 4 lines (max. 28 characters)	€ 366
Basic entry + company logo	€ 468
Each additional line	€ 80

Runtime 8 issues

Basic entry of up to 4 lines (max. 28 characters)	€ 696
Basic entry + company logo	€ 900
Each additional line	€ 160

The prices are for the booking of one heading, including the presentation of a maximum of three freely selectable key words.

Minimum runtime:

4 consecutive issues or until further notice.

Would you like a more prominent display?

Then place your business card (format 90 x 42 mm) for 4 issues for a price of € 1,470 or for 8 issues for a price of € 2,820.

Reicht Chemietechnik GmbH + Co.

RCT Reicht Chemietechnik GmbH + Co.
Englerstraße 18 · D-69126 Heidelberg
Tel: 06221/3125-0 · Fax: -10
info@rct-online.de · www.rct-online.de
Schläuche & Verbinder, Halbzeuge aus Elastomeren & Kunststoffen

1.8 Sensortek
Kneip
Tel: 0341/11-1438
Deutschstr. 22 · 14169 Berlin
Tel: 030/80191-0 · Fax: -230
info@kneip.de · www.kneip.de
Hilfsmittel und Zubehör

1.8 Trenntechnik / Separation
FRITSCH
Fritsch GmbH
Matten und Membranen
Industriestraße 6
55143 Hahnbühlchen
Tel: 0273/730-1
info@fritsch.de · www.fritsch.de
Produkte

Hermle Labortechnik GmbH
Sauerstr. 25 · 72634 Heimsheim
info@hermle-labortechnik.de
www.hermle-labortechnik.de
Laborgeräte, Zubehör

chemap
Informal AG
Grenzstr. 7
24108 Wismar
Tel: +49 46 944 83 30
Fax: +49 46 930 46 38
info@chemap.de · www.chemap.de
Erfahrung

1.10 Spektroskopie
Soliton GmbH
Tel: 0815/7302-0 · Fax: -77
info@soliton-gmbh.de
Spektroskopie, Laser, Spektroskopie, Peripherie

2.1 Analytik
Wissenschaften für Analytik
Karl-Ludwig-Str. 91a · 81459 München
Tel: 089/31240-1
www.wissenschaften-fuer-analytik.de
Analytikpartner Dr. A. Wissmann
KID Pharmazeutik, KID Lebensmittel, KID Textil

2.3 Laborzusgründung
TINTSCHL BICENERGIE UND STRIMMSTECHNIK AG
Goerdelstr. 21 · 81068 Erlangen
Tel: 09131/1234-10 · Fax: -19
Laborzusgründungen

3.1 Chemikalien/Gase
CANPRO SCIENTIFIC GmbH
Förster Str. 2a · 14167 Berlin
Tel: 030/839089-0 · Fax: -89
info@canpro.eu · www.canpro.eu
Gase und Gaskomponenten

3.3 Laborbedarf
Reicht Chemietechnik GmbH + Co.
Englerstraße 18 · D-69126 Heidelberg
Tel: 06221/3125-0 · Fax: -10
info@rct-online.de · www.rct-online.de
Schläuche & Verbinder, Halbzeuge aus Elastomeren & Kunststoffen

3.4 Qualitätskontrolle & Standards
CANPRO SCIENTIFIC GmbH
Förster Str. 2a · 14167 Berlin
Tel: 030/839089-0 · Fax: -89
info@canpro.eu · www.canpro.eu
Laborbedarf

4.1 Einrichtung & Modernisierung
Besser GmbH Labortechnik
Tel: 030/67502-0 · Fax: -80
info@besser-labortechnik.de
Laborbedarf

4.2 Reinigungs- und Desinfektionsautomaten
systemceram
Systemceram GmbH & Co. KG
P.O. Box 1158 · 56431 Simmerath
Tel: 0202/3480-10 · Fax: -790
www.systemceram.de
Reinigungs-, Desinfektionsautomaten

4.3 Reinigungsmittel
WEDDER Labortechnik GmbH
Tel: 0505/94798-0 · Fax: -29
www.wedder-labortechnik.de
Reinigungs-, Desinfektionsmittel

4.4 Reinigungsmittel
Reibemann GmbH & Co. KG
Tel: 0393/9332-36 · Fax: -44
info@reibemann.de · www.reibemann.de
Reinigungs-, Desinfektionsmittel

Prices & Formats

Advertisements	width/height (mm)	Price €
1/1 Page	210 x 297*	9,420
1/2 Page portrait	90 x 260	5,800
1/2 Page landscape	185 x 128	5,800
Juniorpage	137 x 190	6,230
1/3 Page portrait	58 x 260	3,620
1/3 Page landscape	185 x 85	3,620
1/4 Page classic	90 x 128	2,920
1/4 Page portrait	43 x 260	2,920
1/4 Page landscape	185 x 63	2,920
1/8 Page classic	90 x 128	1,850
1/8 Page landscape	185 x 30	1,850
Job Advertisements	25 % discount on regular advertisement prices	

Preferred Positions

Title Page + Story ¹		10,250
Inside front/back page, Back page ^{1*}	210 x 297	9,840
1 st right hand page in text ¹	185 x 260	9,840
Belly Band	450 x max. 100	7,340
Postcards ²		135

Application Note	1/1 Page	1/2 Page
	3,210	1,980

* plus 3 mm overlap on all sides

Bound-in inserts*	Breite x Höhe in mm	Price €
2-page A4*	210 x 297	7,780
3-page A4 + side flip*	207 + 105 x 297	11,640
4-page A4*	420 x 297	12,650
6-page A4*	414 + 203 x 297	15,990

* Head: 3 mm; Foreedge: 3 mm; Foot + right: min. 3 mm

Loose inserts ³	weight	Price €
	up to 25 g	210
	up to 50 g	395

Reprints and ePrints

For your internet presence we would be pleased to provide you with the PDF file of your article at a price 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:

Bettina Willnow, +49 (0) 6201 606 770,
bettina.willnow@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 Postcards: Costs per thousand, affixed to a particular page on advertisement or bound-in insert + insertion costs

3 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:

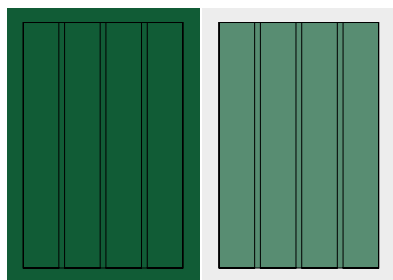
J.P. Morgan AG
Taunus Turm · Taunustor 1
60310 Frankfurt, Germany
IBAN: DE55501108006161517443
BIC: CHASDEFX

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.

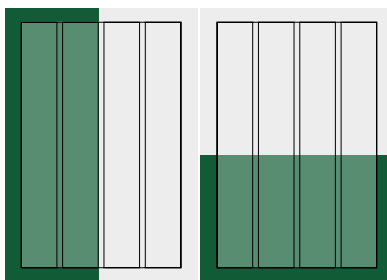
Formats



1/1 Pages
Type Area/Bleed Size

Type Area:
185 x 260 mm

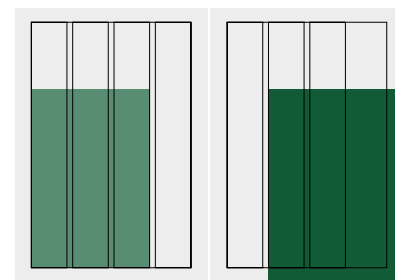
Bleed Size:
210 x 297 mm



1/2 Pages
Type Area/Bleed Size

Type Area:
portrait: 90 x 260 mm
landscape: 185 x 128 mm

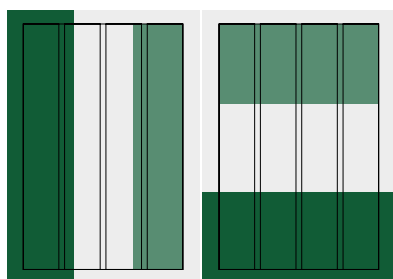
Bleed Size:
portrait: 102 x 297 mm
landscape: 210 x 147 mm



Juniorpage

Type Area:
137 x 190 mm

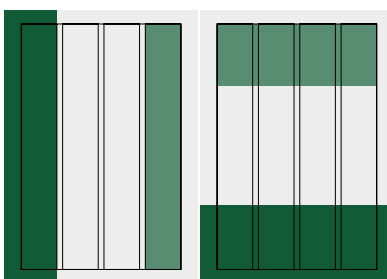
Bleed Size:
147 x 209 mm



1/3 Pages
Type Area/Bleed Size

Type Area:
portrait: 58 x 260 mm
landscape: 185 x 85 mm

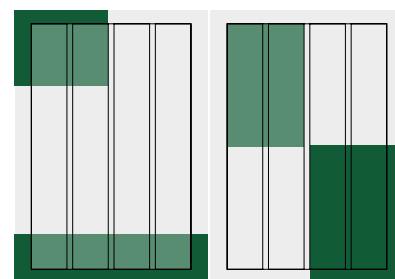
Bleed Size:
portrait: 70 x 297 mm
landscape: 210 x 104 mm



1/4 Pages
Type Area/Bleed Size

Type Area:
portrait: 43 x 260 mm
landscape: 185 x 63 mm

Bleed Size:
portrait: 54 x 297 mm
landscape: 210 x 82 mm



1/4 | 1/8
Pages Type Area/Bleed Size

Type Area:
classic: 90 x 128 mm
Bleed Size:
classic: 102 x 147 mm

Type Area:
classic: 90 x 63 mm
landscape: 185 x 30 mm
Bleed Size:
classic: 102 x 82 mm
landscape: 210 x 49 mm

Please provide advertisements in bleed size with 3 mm overlap on all sides.

Technical Specifications

Magazine format

210 x 297 mm (width x height), A4 size
185 x 260 mm (width x height), print space
Number of columns: 3; column width 58 mm or
Number of columns: 4, column width 43 mm

Print and binding methods

Sheet offset, adhesive binding

Colours

Euro scale

Screen ruling

70 ruling
Print profile: ISO Coated_v2_300 (39L)

Loose inserts

Minimum insert size: 105 x 148 mm (w x h)
Maximum insert size: 200 x 287 mm (w x h),
the back fold must be on the long side (287 mm)
Minimum weight for single-sheets inserts: 150 g/m²

Delivery of loose inserts

Delivery quantity: 25,200 copies

Delivery of bound-in inserts

Delivery quantity: 25,500 copies

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

Data format

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 kerstin.kunkel@wiley.com



Wiley-VCH GmbH
FAO: Kerstin Kunkel
Boschstrasse 12
69469 Weinheim, Germany
Tel.: +49 (0) 6201 606 731

Wiley Analytical Science

A subject portal for the hybrid researcher and practitioner

Our bilingual website Wiley Analytical Science encompasses and expands upon the preexisting audiences of GIT Labor-Fachzeitschrift, GIT Laboratory Journal, Imaging & Microscopy, Microscopy and Analysis, SeparationsNow and Spectroscopy-Now. The website provides latest industry news and research findings covering five different subjects: separation, spectroscopy, microscopy, lab automation and equipment. In addition to the website the bi-weekly digest newsletter provides most up to date information to more than 5,000 readers.

Wiley Analytical Science provides indispensable content that resonates with your target audience – take advantage of our reach and let us support you in achieving your marketing goals.

<https://analyticalscience.wiley.com>



Rates and Specifications

All desktop and mobile advertising have the option for subject or individual page targeting. Subject targeting is based on the subject a content piece is tagged as belonging to. Subject tags will be provided upon request. Individual page targeting are based on the sites navigational design. Discuss these targeting options with your account manager for more information.

Desktop Version

Size in pixels	Run of Site/ CTP	Subject or Individual Page Targeting	Audience Targeting
Position 1: Interstitial			
Interstitial 640 x 480	175 €	220 €	240 €
Position 2: Header Banner			
Billboard 970 x 250	175 €	220 €	240 €
Super Leaderboard 970 x 90	100 €	130 €	145 €
Leaderboard 728 x 90	60 €	75 €	85 €
Position 3: Impact Right Rail Banner			
Super Rectangle 300 x 600	150 €	180 €	200 €
Rectangle 300 x 250	60 €	75 €	85 €
Position 4: Tracking Right Rail Banner			
Rectangle 300 x 250	150 €	180 €	200 €

Submission Lead Time

Ad creative must be submitted at least one week ahead of deployment for testing and build processing time to ensure assets are in-spec. Third-party ads must be live at time of submission. Standard & Rich Media Ads (Third-Party Served): 5 business days prior to launch

Mobile Version*

Size in pixels
Position 1: Mobile Header Banner
Large Mobile Leaderboard 320 x 100
Mobile Leaderboard 320 x 50
Small Mobile Leaderboard 300 x 50
Position 2: Sticky Mobile Banner
Small Mobile Leaderboard 300 x 50
Position 3: Secondary Mobile Banner
Rectangle 300 x 250

*Mobile Device Advertising is included in Desktop Advertising rates

You can find detailed technical information at this link ►

Wiley Analytical Science

A subject portal for the hybrid researcher and practitioner

Native Advertising on Wiley Analytical Science

Top Teaser Story – 1,740 €

Promote your product, your application note, your event or any other highlight on the starting page of a selected WAS subject channel. Reach your target group 24/7/365.

Scope of Service:

Headline up to 60 characters incl. blanks, one image 180 x 150 px.

The top teaser will be linked to a more comprehensive sponsored content on the selected WAS subject channel. Up to 4 images, unlimited number of characters, company contact details. Optional add-on: link to a video.

Run time:

2 weeks on the starting page and 6 months as sponsored content on the selected WAS subject page.

Sponsored Content – 1,250 €

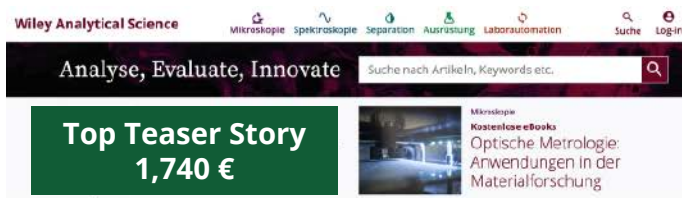
Promote your product, your application note, your event or any other highlight on a selected WAS subject channel.

Scope of Service:

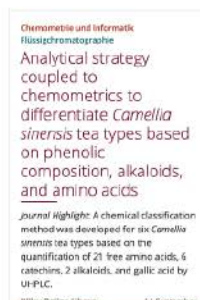
Up to 4 images, unlimited number of characters, company contact details.

Optional add-on: link to a video

Run time: 6 months



Neueste Artikel



[Alle Artikel](#)

Neueste Nachrichten



Sponsored content 1,250 €

Wiley Analytical Science

A subject portal for the hybrid researcher and practitioner

WAS Digest Newsletter

The bi-weekly Wiley Analytical Science Digest newsletter provides most up to date industry news to more than 5,000 subscribers. In addition, topic focused newsletter (please see page 4) and special trade show and conference newsletter are published.

Dates Newsletter WAS Digest German

	25.01.2023
Issue Alert	22.02.2023
	08.03.2023
	22.03.2023
Issue Alert	04.04.2023
Special Labvolution Hanover	19.04.2023
	26.04.2023
Issue Alert	03.05.2023
	17.05.2023
	31.05.2023
Issue Alert	14.06.2023
	28.06.2023
	12.07.2023
Issue Alert Digital Issue	26.07.2023
	09.08.2023
	23.08.2023
	06.09.2023
Issue Alert	20.09.2023
	04.10.2023
Issue Alert	18.10.2023
	31.10.2023
	15.11.2023
Issue Alert	29.11.2023
	13.12.2023

Advertising solutions in the WAS Digest newsletter

Rectangle Banner 300 x 250 px	1,390 €
Content Ad	1,700 €
Single-Sponsored (3 Banner + 2 content ads)	5,000 €

Technical Specifications:

Rectangle Banner: 300 x 250 px
Maximum file size: 200 KB
Data formats: GIF, JPG & PNG
No 3rd Party or HTML5 tags accepted
Click-Through URLs: Required for all creative files provided (GIF, JPG, PNG).
Animation/Looping: No animation permitted / Static display only.

Content Ad

Maximum 50 characters incl. blanks for the headline and up to 250 characters for the body text. Unlimited number of characters for the publication on the website. Please provide one image as a JPG file in 250 x 210 px format. Destination URL for text ads should be direct domain and path URL. Any added URL path code such as tracker, may cause errors.



GIT LABOR-FACHZEITSCHRIFT

Liebe Leserin, lieber Leser,

belegt durch die technischen und methodischen Weiterentwicklungen der letzten Jahre kommt der Massenspektrometrie eine zunehmende Bedeutung in der Analytik biologischer Systeme zu. In seinem Interview für die GIT Labor-Fachzeitschrift berichtet Prof. Klaus Dreierwies von der Entwicklungsgeschichte eines Chemischen Mikroskops, das auf einem neuen Verfahren der MALDI-MS-Bildgebung beruht. Darin berichtet der Leiter der Abteilung Biomedizinische Massenspektrometrie der Universität Münster unter anderem, warum ein "langer Atem" bei der Entwicklung unerlässlich war und welche Anwendungsperspektiven die MALDI-2-Massenspektrometrie bietet. Viel Freude beim Lesen dieses und unserer weiteren spannenden Beiträge wünscht
Christina Pogge

Materialeforschung
Energiespeicher von morgen
Forschende berichten über die Entwicklung des ersten halbleitenden Phosphor-MOF (Metal Organic Framework), das den Weg für eine neue Familie von Halbleitern mit einer extrem reichen Strukturchemie ebnet.
LESEN SIE MEHR >

KRAFTWERGE FÜR IHR LABOR
Unsere Klassiker
Start in jedem Labor
huber Inspired by temperature
Recommended by powerlab

Massenspektrometrie
Die Entwicklungsgeschichte eines Chemischen Mikroskops
Im Interview berichtet Prof. Klaus Dreierwies von der Vorteile und die Entwicklung zur bildgebenden Technik der MALDI-2-Massenspektrometrie, mit der erstmals auch nichtionisierte Moleküle detektiert werden können.
LESEN SIE MEHR >

Reichelt Chemietechnik
Sintern – wie es funktioniert, wofür es eingesetzt wird
Nicht nur Töpfern und Keramik können mit dem Verfahren hergestellt werden: heutzutage wird das Sintern vor allem zur Herstellung von Bauteilen aus Metallen und Kunststoffen angewandt.
LESEN SIE MEHR >

Spektroskopie
Durchbruch in der Terahertz-Photonik
Durch starke Kopplung elektronischer Resonanzen mit dem Lichtfeld eines Mikrowellenresonators kann ein sättigbarer Absorber bei extrem geringen Intensitäten betrieben werden, der künftig ultrakurze Impulse aus Terahertz-Lasern ermöglichen könnte.
LESEN SIE MEHR >

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- Being associated with an unbiased, credible Wiley brand



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

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- Generate leads (GDPR-compliant)
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- 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.

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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.

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

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- Thought leadership: brand associated with publications relating to sponsor's subject area of choice

Pricing

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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.
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- Click rates of 3.5 % on average
- Success is easily measured by ePDF title views, ad clicks and click-through rates
- Geo-targeting is available

Technical specifications & data delivery:

- Format: 1237 x 1631 pixel (150 dpi)
- File format: static jpg
- File size: max. 1MB
- No 3rd party tags or impression trackers
- Data delivery at least 5 working days before the campaign starts

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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%
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Contact

GIT Labor-Fachzeitschrift · Boschstrasse 12 · 69469 Weinheim · Teamfax: +49 (0) 6201 606 793

Media Consultants



Vanessa Winde
Commercial Manager
Tel.: +49 (0) 6201 606 721
vanessa.winde@wiley.com



Bettina Willnow
Tel.: +49 (0) 6201 606 770
bettina.willnow@wiley.com



Thorsten Kritzer
Tel.: +49 (0) 6201 606 730
thorsten.kritzer@wiley.com



Jan Käppler
Tel.: +49 (0) 6201 606 522
jan.kaeppler@wiley.com

Editorial Team



Dr. Christina Poggel
Editor-in-chief
Tel.: +49 (0) 6201 606 625
christina.poggel@wiley.com



Corinna Herbst
Deputy Editor-in-chief
Tel.: +49 (0) 6201 606 752
corinna.herbst@wiley.com



Dr. Martin Graf-Utzmann
Tel.: +49 (0) 6201 606 766
martin.graf-utzmann@wiley.com



Dr. Birgit Foltas
Tel.: +49 (0) 6201 606 760
bfoltas@wiley.com



Isabel Brenneisen
Tel.: +49 (0) 6201 606 716
isabel.brenneisen@wiley.com



Tina Renner
Tel.: +49 (0) 162 771 850 1
tina.renner@wiley.com

Sales Representative



Dr. Michael Leising
Tel.: +49 (0) 3603 893 565
leising@leising-marketing.de

Order Management



Kerstin Kunkel
Tel.: +49 (0) 6201 606 731
kerstin.kunkel@wiley.com

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Contact:

Publisher:
Wiley-VCH GmbH
Boschstrasse 12
69469 Weinheim | Germany

Tel.: +49 (0) 6201 606 0
Fax: +49 (0) 6201 606 791
E-Mail: git-labor@wiley.com
Internet: analyticalscience.wiley.com
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