

WILEY



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2023 Media Guide

LVT LEBENSMITTEL Industrie

Decision-Makers Know-how for Food & Beverage

www.LVT-WEB.de



LVT LEBENSMITTEL Industrie

LVT LEBENSMITTEL Industrie is the professional magazine for specialists and managers in the food and beverage industries and the associated packaging and machinery supply industries. News from the industry, specialist articles and practice-related contributions by users provide extensive information about all aspects of the value creation chain of these industries, providing readers with great ideas for the day-to-day solution of the technical challenges in the production, process technology and packaging of foods and beverages.

The core LVT readers are the decision makers responsible for production and process technology and the packaging of foods and beverages. Top management: proprietors, managers, directors. Middle management: plant managers, technical managers, planning and design managers, purchasing, QM, packaging, logistics and marketing. Technical specialists: engineers, designers, technicians, developers and planners.

You want to achieve more? Since 2016 we are going to offer you the new portal **www.LVT-WEB.de** for the food industry. Please read about further details on **page 12**.

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Overview

Publication frequency
8 issues per year

Volume
68th year 2023

Circulation
11,000 (2nd quarter 2022)

Publishing Director
Dr. Heiko Baumgartner

Commercial Manager Sciences
Vanessa Winde

Product Manager
Dr. Michael Reubold

Editorial
Dr. Jürgen Kreuzig
(Editor-in-Chief)

Advertising
Stefan Schwartz

Order Management
Melanie Radtke

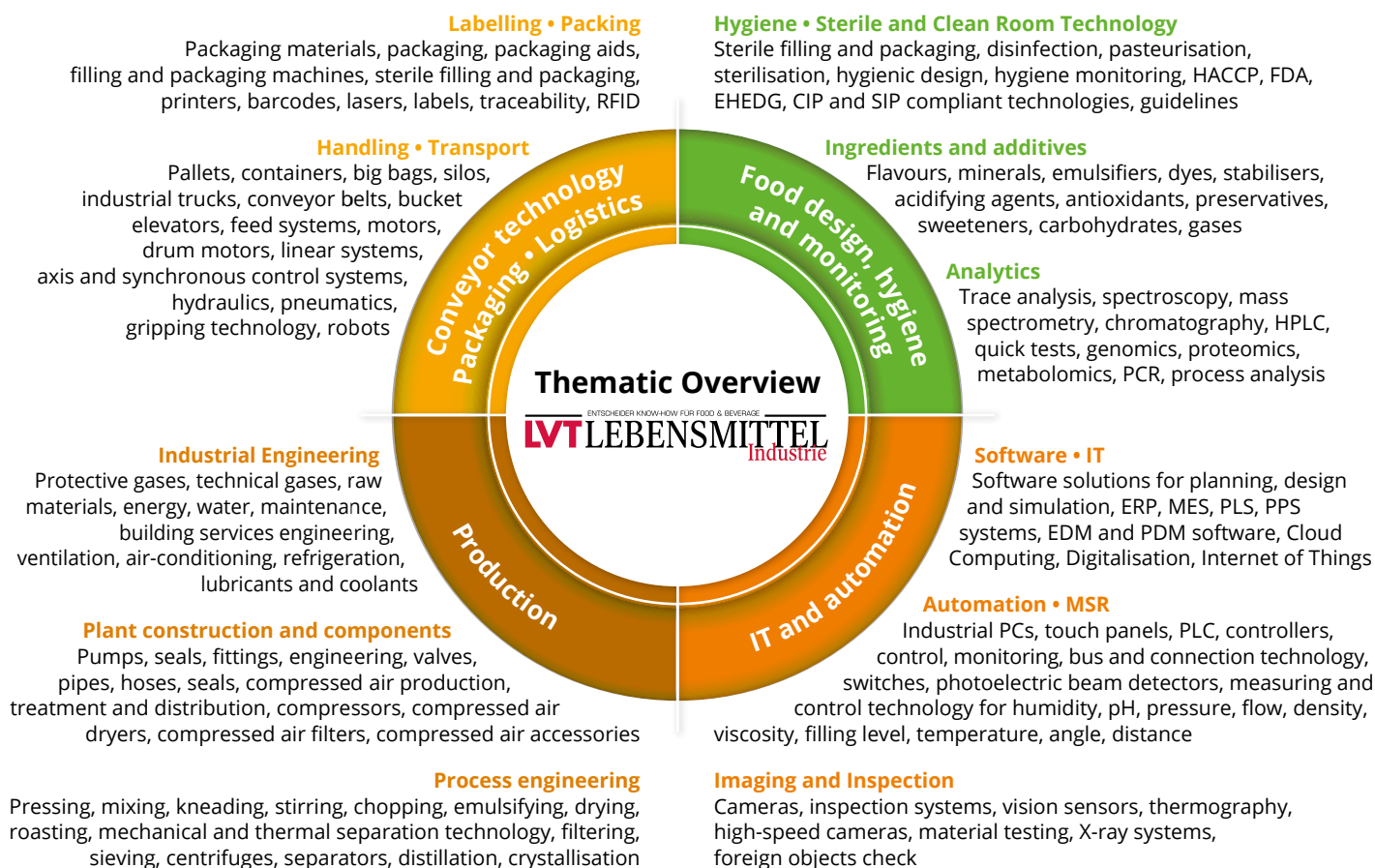
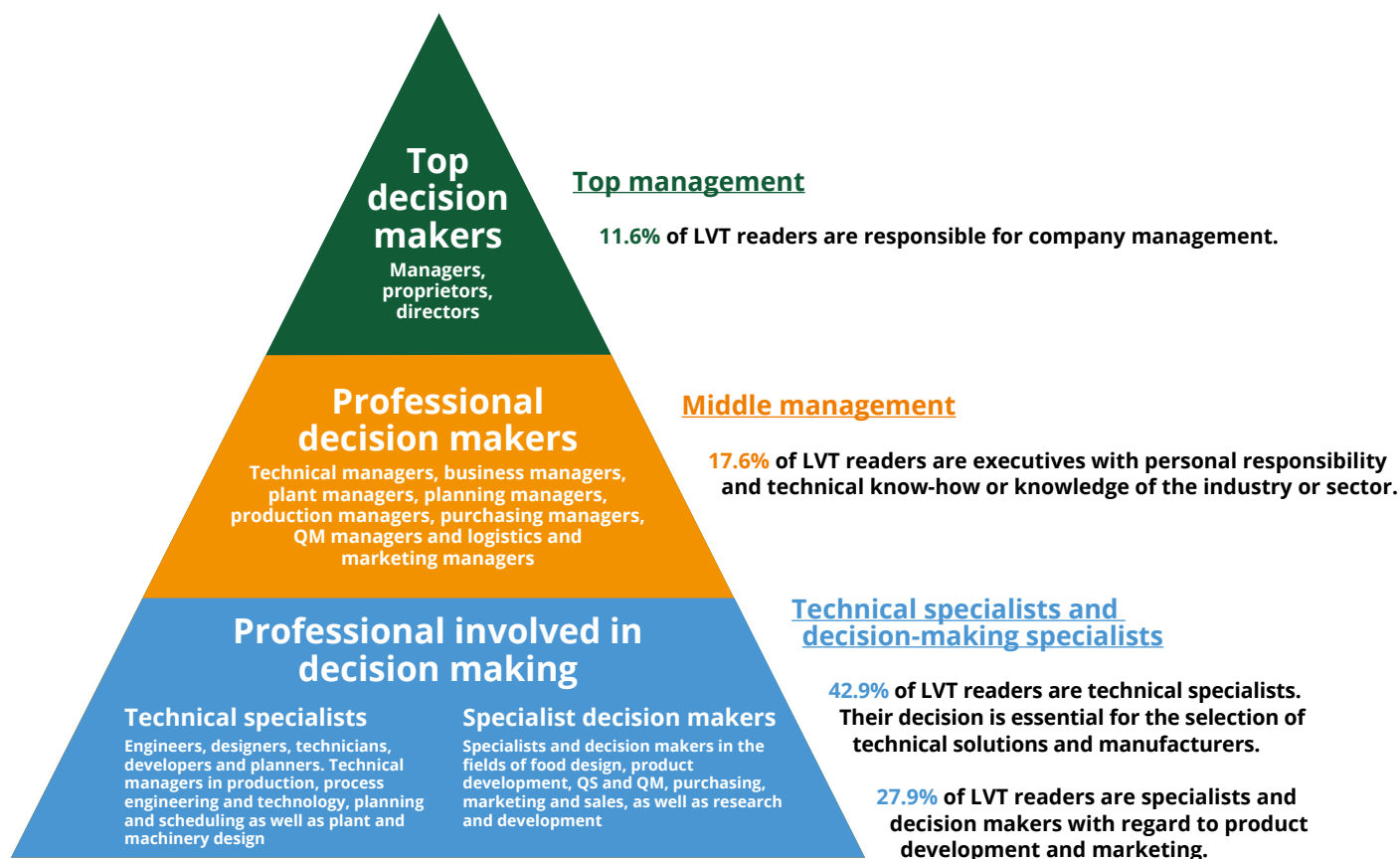
Subscription
€ 122.30 (+ VAT)

Student Subscription
€ 61.15 (+ VAT)

ISSN
1619-8662

Format of the magazine
DIN A4, 210 x 297 mm

Readers & Range of Topics



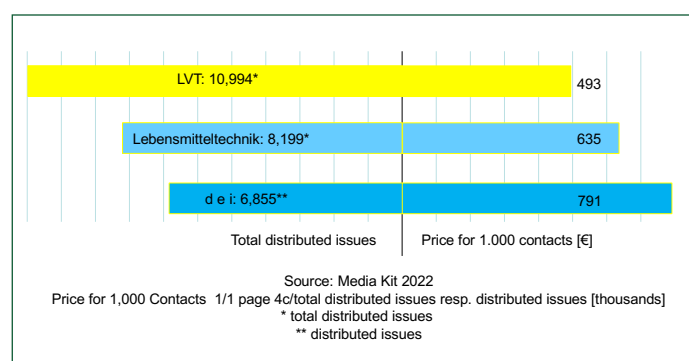
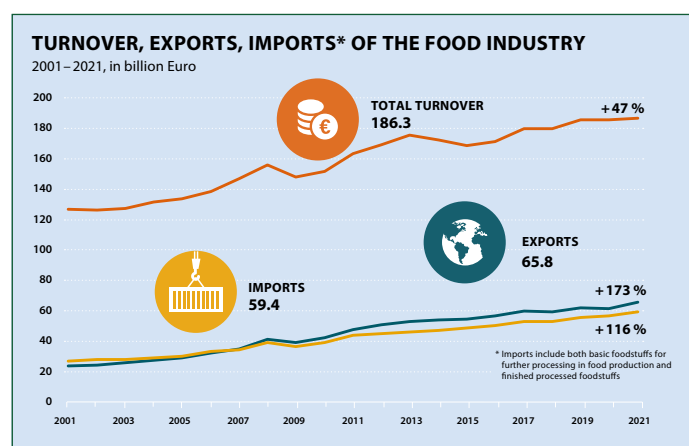
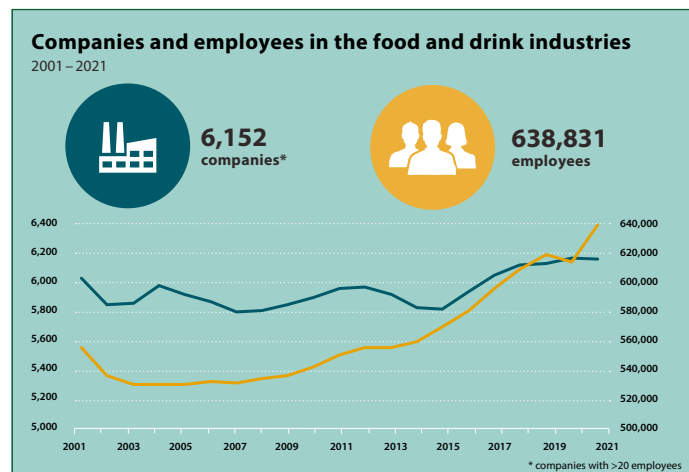
Dates & Contents

Issues	1-2 February	3 March	4 April	5-6 June
Publishing Date	13.02.2023	17.03.2023	17.04.2023	06.06.2023
Advertising Deadline	23.01.2023	24.02.2023	23.03.2023	12.05.2023
Editorial Deadline	19.12.2022	20.01.2023	16.02.2023	06.04.2023
Newsletter	21.02.2023	21.03.2023	25.04.2023	13.06.2023
			ISM, Interpack Edition	
Trade Shows/ Conferences	Filtech Köln, 14.-16.02.2023	PUMPS & VALVES, SOLIDS Dortmund, 29.-30.03.2023	Hannover Messe Hannover, 17.-21.04.2023	
	Biofach Nürnberg, 14.-17.02.2023		Lounges Karlsruhe, 18.-19.4.2023	
			ISM, Prosweets Köln 23.-25.04.2023	
			LogiMAT Stuttgart, 25.-27.04.2023	
			Interpack Düsseldorf, 04.-10.05.2023	
			SENSOR+TEST Nürnberg, 09.-11.05.2023	
			Vitafoods Genf, 09.-11.05.2023	
			Maintenance Dortmund, 24.-25.05.2023	
Regular topics	Production			
	Process technology Filtering, sieving, interceptors, centrifuges, separators, distillation, crystallisation	Plant construction and components Pumps, seals, valves, fittings	Plant construction and components Engineering, fittings, valves, pipes, hoses, seals, pumps	Plant construction and components Compressed air production, treatment, distribution, compressors, compressed air dryers, compressed air filters, compressed air accessories
	Operating technology Protective gases, technical gases, raw materials, energy, water	Operating technology Protective gases, technical gases, raw materials, energy, water	Operating technology Maintenance, building services engineering, ventilation, air-conditioning, refrigeration, lubricants and coolants	
	Conveyor technology • Packaging • Logistics			
	Labelling • Packaging Printers, barcodes, lasers, labels, traceability, RFID, packaging materials, packaging, packaging aids, filling and packaging machines, aseptic filling and packaging	Handling • Transport Pallets, containers, big bags, silos, industrial trucks, conveyor belts, bucket elevators, feed systems	Labelling • Packaging Packaging materials, packaging, packaging aids, filling and packaging machines, aseptic filling and packaging	Handling • Transport Motors, drum motors, linear systems, axis and synchronous control systems, hydraulics, pneumatics, gripping technology, robots
	IT and automation			
	Software • IT ERP, MES, PLS, PPS systems, EDM, PDM software, Software solutions for planning, design and simulation, Cloud Computing, Digitalisation, Internet of Things	Imaging and inspection Cameras, inspection systems, X-ray systems, foreign objects check, vision sensors, thermography, high-speed cameras, material testing	Automation • Instrumentation and control technology Measuring and control devices for humidity, pH, pressure, flow, density, viscosity, filling level, temperature, angle, distance, Industrial PCs, touch panels, PLC, controllers, control, monitoring, bus and connection technology, switches, photoelectric beam detectors	Software • IT ERP, MES, PLS, PPS systems, EDM, PDM software, Software solutions for planning, design and simulation, Cloud Computing, Digitalisation, Internet of Things
Focus on the industry	Food design, hygiene and monitoring			
	Hygiene • Sterile, Clean room technology Aseptic filling and packaging, disinfection, pasteurisation, sterilisation, hygienic design, hygiene monitoring, HACCP, FDA, EHEDG, CIP and SIP compliant technologies, guidelines	Analytics Trace analysis, spectroscopy, mass spectrometry, chromatography, HPLC, quick tests, genomics, proteomics, metabolomics, PCR, process analysis	Ingredients and additives Flavours, minerals, emulsifiers, dyes, stabilisers, acidifying agents, antioxidants, preservatives, sweeteners, carbohydrates, gases	Hygiene • Sterile, Clean room technology disinfection, pasteurisation, sterilisation, hygienic design, CIP, guidelines
				Analytics Spectroscopy, chromatography, HPLC, quick tests, PCR, process analysis
Product-Forum	Beverages industry Ingredients, additives, raw materials, beverage concepts, product optimisation, sterile production, filling technology, brewing technology, packaging solutions, creative packaging, convenience packaging, labelling technology, conveyor technology, logistics	Protein, meat, sausage industry Ingredients, additives, raw materials, spices, baking, frying and roasting systems, cooking and smoking systems, refrigeration technology, food safety and quality management, butchery and processing technology, transport and storage systems, cleaning systems	Confectionery industry Ingredients, additives, raw materials, confectionery machines, baking ovens, forming machines, tablet presses, product optimisation, sterile production, filling technology, packaging solutions, creative packaging, convenience packaging, labelling technology, conveyor technology, logistics	Baking industry Ingredients, additives, raw materials, spices, grain mills, silos, big bags, fermenting chambers and cabinets, treatment systems, ovens, cooling and refrigeration systems, stirring, mixing and beating machines, biscuit and cut biscuit machines, packaging, labelling technology, conveyor technology, logistics
	Pumping technology for food and beverages hygienic design, eccentric screw, impeller, membrane, piston, ring piston, rotary piston, peristaltic, screw, sinus pumps	Fittings • Seals • Valves, for Food and Beverage	Drive technology Hydraulic, pneumatic and electric motors, gear units, drum motors, linear systems, axis and synchronous control units, servo drives, frequency inverters, mechatronics	Process engineering, mixing • stirring • crushing separating, sieving, filtering
Specials	Modern management and plant management	Quality Assurance Analytics, supply chain transparency, traceability, imaging and inspection, Cameras, inspection systems, X-ray systems, foreign objects check, metal detectors	Energy efficiency Drive systems, air-conditioning, cooling, refrigeration technology, compressed air, waste recycling, cogeneration units, bio-gas systems, energy recovery, recycling, production processes, consulting and services	Measurement • Control • Regulation Industrial PCs, touch panels, PLC, controllers, control, monitoring, bus and connection technology, switches, photoelectric beam detectors, sensors (pH, humidity, pressure, temperature, angle, distance), actuators, control technology, measuring devices for flow, density, viscosity, filling level
	Sustainability Water, energy, raw materials, recycling, avoiding waste, environment, social responsibility			

Dates & Contents

Issues	7-8 July	9 September	10 October	11-12 November
Publishing Date	02.08.2023	06.09.2023	06.10.2023	07.11.2023
Advertising Deadline	12.07.2023	16.08.2023	14.09.2023	16.10.2023
Editorial Deadline	07.06.2023	12.07.2023	10.08.2023	25.09.2023
Newsletter	08.08.2023	12.09.2023	10.10.2023	14.11.2023
		Powtech Edition		BrauBeviale Edition
Trade Shows/ Conferences		POWTECH Nuremberg, 26.–28.09.2023	Anuga Cologne, 07.–10.10.2023	BrauBeviale Nuremberg, 14.–16.11.2023
		Ilmac Basel, 26.–28.09.2023	Süffa Stuttgart, 21.–23.10.2023	SPS Smart Production Solutions Nuremberg, 28.–30.11.2023
			Iba Munich, 22.–26.10.2023	Fi und Hi Europe Frankfurt, 28.–30.11.2023
				Internationale Grüne Woche Berlin, 19.–28.01.2024
Regular topics	Production			
	Operating technology Maintenance, building services engineering, ventilation, air-conditioning, refrigeration, lubricants and coolants	Process technology Emulsifying, drying, roasting, mechanical and thermal separation technology, filtering, sieving, separators, centrifuges, separators, distillation, crystallisation	Plant construction and components Compressed air production, treatment, distribution, compressors, compressed air dryers, compressed air filters, compressed air accessories	Process technology Compacting, mixing, kneading, stirring, chopping
	Conveyor technology • Packaging • Logistics			
	Handling • Transport Pallets, containers, big bags, silos, industrial trucks, conveyor belts, bucket elevators, feed systems	Labelling • Packaging Printers, barcodes, lasers, labels, traceability, RFID, packaging materials, packaging, packaging aids, filling and packaging machines, aseptic filling and packaging	Handling • Transport Motors, drum motors, linear systems, axis and synchronous control systems, hydraulics, pneumatics, gripping technology, robots	Labelling • Packaging Packaging materials, packaging, packaging aids, filling and packaging machines, aseptic filling and packaging
	IT and automation			
	Automation • Instrumentation and control technology Measuring and control devices for humidity, pH, pressure, flow, density, viscosity, filling level, temperature, angle, distance, Industrial PCs, touch panels, PLC, controllers, control, monitoring, bus and connection technology, switches, photoelectric beam detectors	Imaging and inspection Cameras, inspection systems, X-ray systems, foreign objects check, vision sensors, thermography, high-speed cameras, material testing	Automation • Instrumentation and control technology Measuring and control devices for humidity, pH, pressure, flow, density, viscosity, filling level, temperature, angle, distance, Industrial PCs, touch panels, PLC, controllers, control, monitoring, bus and connection technology, switches, photoelectric beam detectors	Software • IT ERP, MES, PLS, PPS systems, EDM, PDM software, Software solutions for planning, design and simulation, Cloud Computing, Digitalisation, Internet of Things
	Food design, hygiene and monitoring			
Focus on the industry	Hygiene • Sterile, Clean room technology Aseptic filling and packaging, disinfection, pasteurisation, sterilisation, hygienic design, hygiene monitoring, HACCP, FDA, EHEDG, CIP and SIP compliant technologies, guidelines	Hygiene • Sterile, Clean room technology disinfection, pasteurisation, sterilisation, hygienic design, CIP, guidelines Analytics Spectroscopy, chromatography, HPLC, quick tests, PCR, process analysis	Analytics Trace analysis, spectroscopy, mass spectrometry, chromatography, HPLC, quick tests, genomics, proteomics, metabolomics, PCR, process analysis	Ingredients and additives Flavours, minerals, emulsifiers, dyes, stabilisers, acidifying agents, antioxidants, preservatives, sweeteners, carbohydrates, gases"
	Dairy industry Ingredients, additives, raw materials, dairy technology systems, centrifuges, decanters, mixing, stirring, homogenising, emulsifying, pasteurisation and sterilisation systems, cheese smoking systems, packaging, labelling technology, conveyor technology, logistics	Protein, meat, sausage industry Ingredients, additives, raw materials, spices, baking, frying and roasting systems, cooking and smoking systems, refrigeration technology, food safety and quality management, butchery and processing technology, transport and storage systems, cleaning systems	Baking industry Ingredients, additives, raw materials, spices, grain mills, silos, big bags, fermenting chambers and cabinets, treatment systems, ovens, cooling and refrigeration systems, stirring, mixing and beating machines, biscuit and cut biscuit machines, packaging, labelling technology, conveyor technology, logistics	Brewing/beverages industry Ingredients, additives, raw materials, beverage concepts, product optimisation, sterile production, filling technology, brewing technology, packaging solutions, creative packaging, convenience packaging, labelling technology, conveyor technology, logistics
	Fittings • Seals • Valves, for Food and Beverage	Compressed air technology Compressed air production, compressed air treatment, consumption and distribution, compressors, separators, filters dryers, compressed air purification	Pumping technology for food and beverages hygienic design, eccentric screw, impeller, membrane, piston, ring piston, rotary piston, peristaltic, screw, sinus pumps	Drive technology Hydraulic, pneumatic and electric motors, gear units, drum motors, linear systems, axis and synchronous control units, servo drives, frequency inverters, mechatronics
	Modern management and plant management Sustainability Water, energy, raw materials, recycling, avoiding waste, environment, social responsibility	Quality Assurance Analytics, supply chain transparency, traceability, imaging and inspection, Cameras, inspection systems, X-ray systems, foreign objects check, vision sensors, thermography, high-speed cameras, material testing	Energy efficiency Drive systems, air-conditioning, cooling, refrigeration technology, compressed air, waste recycling, cogeneration units, bio-gas systems, energy recovery, recycling, production processes, consulting and services	Measurement • Control • Regulation Industrial PCs, touch panels, PLC, controllers, control, monitoring, bus and connection technology, switches, photoelectric beam detectors, sensors (pH, humidity, pressure, temperature, angle, distance), actuators, control technology, measuring devices for flow, density, viscosity, filling level
Product-Forum				
Specials				

Decisive Reasons for Advertising in LVT



Attractive Topics ...

LVT LEBENSMITTEL Industrie sheds light on the crucial issues of the target groups and their specific economic requirements.

In 2021, the annual turnover of the food industry was **€ 186.3 billion**, of which **€ 61.5 billion** was generated abroad. In 2020 the food industry employed about **638,831 people in 6,152 companies**. "The food industry again operated in a challenging environment in 2021. In addition to the pandemic, the causes are primarily to be found in significant price increases in the areas of energy, raw materials and logistics. [...] Availability and affordable prices are becoming particular challenges given the sustainability goals to which the industry is committed." (Source: BVE data)

Conclusion: Prices and margins of the food and beverage industry are under pressure. In addition to wholesale market power, the prices for energy, water and commodities as well as personnel costs are rising. In **specials** such as **sustainability, energy efficiency** and **modern management**, **LVT LEBENSMITTEL Industrie** provides information on possible solutions. Regular topics include software, IT, automation, imaging and inspection, mechanical and systems engineering, analytics, ingredients, labelling, packaging and logistics as well as hygiene, sterile and clean room technology.

Attractive price/performance ratio ...

... **with LVT LEBENSMITTEL Industrie:** with a **circulation of 11,000 LVT** offers the reasonable cost-per-thousand model allowing you to reach substantially more potential customers than with other professional magazines – for the same amount of money. This, coupled with the focus on the crucial topics, **makes LVT the perfect medium for your advertising campaign.**

Analysis

Circulation analysis (2nd quarter 2022)

Copies per Issue	Copies
Print run	11,000
Actual circulation	10,719
Of which abroad: (A, CH, Benelux)	1,010
Free copies	10,711
Archive and sample copies	23

Size of Company	%
1 – 49 employees	28.7
50 – 99 employees	28.0
100 – 199 employees	10.4
200 – 499 employees	14.4
500 and more employees	18.5

Analysis of Recipients

Position in Company	%
Technical management	15.3
Manufacture/Production	12.2
Process engineering and technology	11.9
Company management	11.6
Plant and machinery construction	9.6
Food design/Product development/QS and QM	9.9
Planning and project engineering	9.2
Purchasing	9.4
Marketing and sales	6.1
Research and development	2.5
Commercial management	2.3

Sectors	%
Food and beverage industry	80.6
Packaging/Food machinery manufacturers	16.0
Engineering and planning offices	2.1
Universities and colleges of further education	1.3
Meat, fish	11.9
Bakery and pasta goods	11.8
Brewing industry	11.4
Dairy industry	10.2
Soups, seasonings, stocks, baby food	7.1
Confectionery	6.9
Mineral water and medicinal springs	6.3
Fruit juice industry	5.0
Ingredients and additives	4.6
Sugar, starch and starch products	2.2
Wine, sparkling wine, spirits	1.6
Fruit, vegetable and potato processing	1.2
Animal and vegetable oils and fats	0.4

Prices & Formats

Advertisements	width / height (mm)	Price €
1/1 Page	210 x 297*	5,525
1/2 Page portrait	90 x 260	3,580
1/2 Page landscape	185 x 128	3,580
Juniorpage	137 x 190	3,950
1/3 Page portrait	58 x 260	2,075
1/3 Page landscape	185 x 85	2,075
1/4 Page classic	90 x 128	1,800
1/4 Page portrait	43 x 260	1,800
1/4 Page landscape	185 x 63	1,800
1/8 Page classic	90 x 63	1,300
1/8 Page landscape	185 x 30	1,300
Job Advertisements	25 % discount on regular advertisement prices	

Preferred positions

Title Page + Story ^{1**}	213 x 303	5,780
Inside Cover + Story ^{**}	213 x 303	4,435
Inside front/back page, Back page ¹	210 x 297*	5,675
Belly Band	450 x max. 100	5,820
Postcards ²		140

* plus 3 mm overlap on all sides

Bound-in inserts	width / height (mm)	Price €
2-page A4	210 x 297	3,920
3-page A4 + side flip	207 + 105 x 297	5,845
4-page A4	420 x 297	6,260

* Head: 5 mm; Foreedge: 3 mm; Foot + right: min. 3 mm

Loose inserts ³	weight	Price €
	up to 25 g	305
	up to 50 g	395

BuyersGuide³

Each printed line, per edition and keyword	40 mm/column	7.-
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Total print run: 88,000

Minimum duration: 12 successive months or until cancelled.

28 keystrokes or 21 capitals per printed line. Addition of company / corporate logo possible (quotation by column / 2 mm column height)

Additional charges

Binding positions	10 %
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Discounts

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

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:

Stefan Schwartz,
+49 (0) 6201 606 491, sschwartz@wiley.com

Terms of Payment:

Payment within 30 days without deduction.

Bank details:

J.P. Morgan AG
Taunus Turm · Taunustor 1
60310 Frankfurt, Germany
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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.

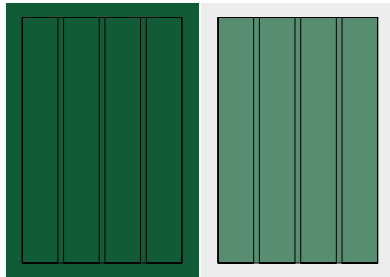
1 Cancellation only possible up to 8 weeks before advertising deadline.
Title page: the picture must be coordinated with publisher in advance and Wiley-VCH has exclusive rights of it for 6 months.

2 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.

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

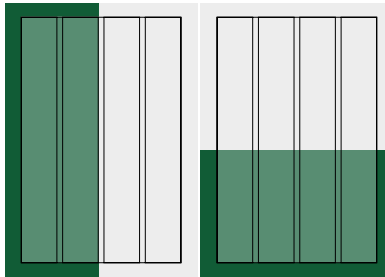
Formats



1/1 Pages
Type Area/Bleed Size

Type Area:
185 x 260 mm

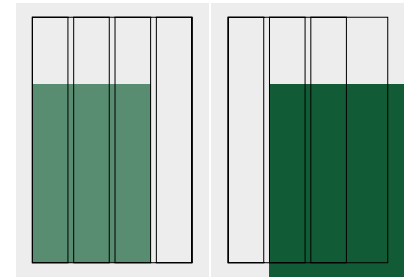
Bleed Size:
210 x 297 mm



1/2 Pages
Type Area/Bleed Size

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

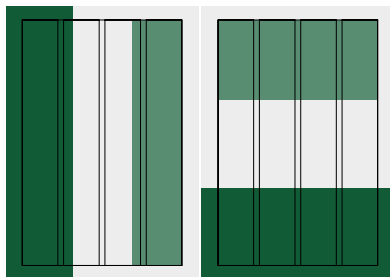
Bleed Size:
portrait: 102 x 297 mm
landscape: 210 x 147 mm



Juniorpage

Type Area:
137 x 190 mm

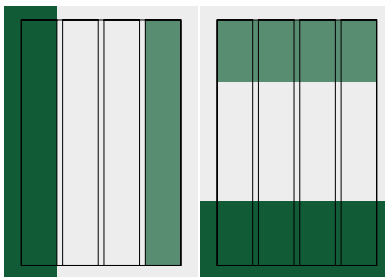
Bleed Size:
147 x 209 mm



1/3 Pages
Type Area/Bleed Size

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

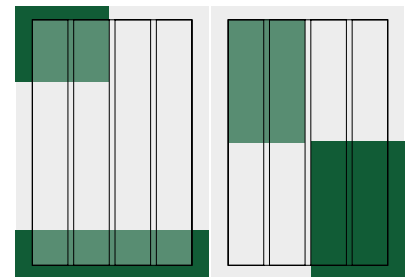
Bleed Size:
portrait: 70 x 297 mm
landscape: 210 x 104 mm



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: 11,200 copies

Delivery of bound-in inserts

Delivery quantity: 11,500 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 mradtke@wiley.com



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

B2B-Website: www.LVT-WEB.de

www.LVT-WEB.de supplies decision-maker know-how for technicians, qualified employees, and managers in the food, beverage, packaging and supply industries. **www.LVT-WEB.de** provides news, applications and information about new products and events to your target groups.

Online-Advertisement

Give your company an image, show your presence, communicate a product launch – in short: benefit from our scope. Complement your print campaign in **LVT LEBENSMITTEL Industrie** and increase your market penetration with an image campaign on **www.LVT-WEB.de**.

Leaderboard	728 x 90 Pixel	€ 830 / month, run of site*
Skyscraper**	120 x 600 Pixel	€ 870 / month, run of site*
Medium Rectangle	300 x 250 Pixel	€ 1,150 / 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 **www.LVT-WEB.de**. 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 ***€ 1,500** six months in the portal's database

Combinated Offer: Feature on Portal + Newsletter **€ 2,050**

*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 **€ 875 / 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 **€ 880 / 6 months.**

Accesses to the website (Google Analytics)

Page Impressions/month	4,460
Visits/Month	2,670
Unique Visits/Month	2,990

Mean values from the 1st half of 2021

See next page for technical specifications

Desktop

The screenshot shows the desktop version of the LVT LEBENSMITTEL website. Several ad placements are highlighted with blue callouts and their respective prices:

- Feature Portal:** € 1,500 (positioned at the top right)
- Leaderboard:** € 830 (positioned in the middle left)
- Skyscraper:** € 870 (positioned in the middle right)
- Medium Rectangle:** € 1,150 (positioned at the bottom right)

The website content includes sections like 'Präzises Abfüllen und Verpacken', 'Top Feature', 'Disinfection of Food and Beverage Packaging Materials', 'Schnelle Analytik von Bier', and 'Geld und Energie sparen... für Dummies'.

Mobil

The screenshot shows the mobile version of the LVT LEBENSMITTEL website. Several ad placements are highlighted with blue callouts and their respective prices:

- Feature Portal:** € 1,500 (positioned at the top right)
- Leaderboard:** € 830 (positioned in the middle left)
- Skyscraper:** € 870 (positioned in the middle right)
- Medium Rectangle:** € 1,150 (positioned at the bottom right)

The mobile view shows a condensed version of the website content, including sections like 'Schnelle Analytik von Bier', 'Geld und Energie sparen... für Dummies', and 'Disinfection of Food and Beverage Packaging Materials'.

Newsletter: www.LVT-WEB.de

LVT LEBENSMITTEL Industrie provides its subscribers with important market and company news. In addition to latest news, exclusive interviews and top stories the newsletters inform about products, services and events.

Newsletter: Banner formats & prices

With the booking of a „Feature“, your content will be placed on one of the prominent feature positions

Full Banner	468 x 60 Pixel	€ 850
Medium Rectangle	300 x 250 Pixel	€ 1,050
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	€ 950
Combo offer:		
Feature on website + newsletter		€ 2,050

Newsletter Key Figures 2021/2022

Unique Open Rate (MV)	27,7 %
Unique Click Through Rate (MV)	7,4 %
Click-to-Open Rate (MV)	12,5 %

MV = Mean value of 8 newsletters sent out

Newsletter Dates

21.02.2023
21.03.2023
25.04.2023
13.06.2023
08.08.2023
12.09.2023
10.10.2023
14.11.2023

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

Denken in Alternativen

Liebe Leser*innen,

welche Alternativen beschäftigen Sie gerade? **Rohstoffe, Energie und Kosten** sind drei Pole eines Spannungsraumes, der uns aktuell in Atem hält. Der Austausch mit Anderen und deren Lösungsstrategien kann da das Denken in Alternativen nur inspirieren!

Das Denken in Alternativen hat uns Verbraucher erreicht, z.B. wenn wir klimafreundliche Verhaltensweisen erschließen und so stehen Fleischersatzprodukte hoch im Kurs. Pflanzenbasiert werden sie aus TVP (Texturierte Pflanzenproteine, Texturized Vegetable Proteins) und HMMA (Fleischanaloga mit hohem Wasseranteil, High Moisture Meat Analogues) hergestellt. Erfahren Sie mehr über einen Extruder von Coperion, der Faserlängen und -stärken ebenso wie die Produkttextur und -festigkeit von HMMA in den gewünschten Qualitäten erzeugt.

Sollte Sie im privaten Bereich die Frage umtreiben, wie das Leben bezahlbar bleibt, dann schauen Sie doch mal in das pdf „**Geld und Energie sparen für Dummies**“ zum kostenfreien Download. Mein Verlagskollege Kai Zöllig traf die inhaltliche Auswahl aus zwei Titeln unserer erfolgreichen Buchreihe „für Dummies“. „Reich werden für Dummies“ verfasst von Michael Kelnberger, Tobias Schönaich, Heinz Vinkelau sowie „Rentenplaner für Dummies“ von Helmut Achatz.

Das LVT-Team wünscht Ihnen eine inspirierende Lektüre und eine allzeit glückliche Hand für Ihre Produktion!

Beste Grüße
Dr. Jürgen Kreuzig
Chefredakteur

Lisa Colavito, Beate Zimmermann
Online-Management www.LVT-WEB.de

Die Evolution der Handheld Raman-Spektroskopie

jetzt

Top-Thema

News

Gas- und Energiekostenexplosion

02.10.2019 - Die Bundesregierung hat am 15.08.2022 die Höhe der Gas-Umlage zur finanziellen Stützung von Gasimporteuren festgelegt.

Maximize Your Supply Chain Savings

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

Elenica
20 YEARS OF DIGITAL SUPPLY CHAIN TRANSFORMATION
Go Digital. Transform.™

Feature

News

Erklärt im Video: Was ist nachhaltige Landwirtschaft?

12.05.2022 -

Full Banner
€ 850

Medium Rectangle
€ 1,050

Feature
€ 950

Exclusive access to your customers

Single Sponsored Newsletter
4,550 €



PRO-4-PRO.COM
PRODUCTS FOR PROFESSIONALS



Safety & Security

Products from the sectors Safety & Security Management, Fire Protection, Safety at Work, Building Security, Video Surveillance, Access Control and IT & Communication



Automation & Machine Vision

Products from the sectors Automation, Drives, Machine Vision / Optical Metrology, Industrial PC, Test and Measurement, Sensor Technology



Healthcare

Products from the sectors Medical Technology, clinical laboratory, Hygiene, Management, facility management and IT & communication



Laboratory / Biotechnology

Products from the sectors Laboratory Devices, Analysis, Microscopy and EDP/Software/LIMS



Process technology

Products from the sectors Process Automation, Maintenance, Plant-Construction, Pumps and Compressors, Mechanical and Thermal Process Technology



Food Industry technology

Products from the sectors Logistics and Materials Handling, Packaging and Labeling, Food analysis, Plant Construction and Technical equipment

Safety & Security



Intrusion prevention and next generation firewalls

The small "bump-in-the-wire" EtherCatch series IPS device and the EtherFree series IPS firewall protect critical assets such as PLCs and HMIs at the edge of OT networks.

Real time visibility and controlled management

The Security Dashboard (SDC) software allows administrators to manage all IP systems from one location. The SDC can configure and enforce security policies, monitor network activity in real time, and audit performance policy, firmware and patch updates for the EtherCatch and EtherFree series.

Pattern-based virtual patching and intelligent threat protection

Pattern-based virtual patching significantly reduces a system's vulnerability to cyber threats. However, this remains a critical challenge in OT environments. Virtual patching techniques complement existing switch management processes by shielding against reconnaissance. Virtual patching acts as an operational emergency security tool that network administrators and operators can quickly deploy to remediate vulnerabilities in affected OT devices.

MOXA

Moxa Europe GmbH
Steinstraße 218
81875 München

Phone: +49 89 412 15 73 0

I am looking for

- ☐ an offer
- ☐ a catalog
- ☐ detailed information

Your request:

Your request:

Viewed products:



PRO-4-PRO.com — PRODUCTS FOR PROFESSIONALS — is the unique product database for vertical B2B markets.

PRO-4-PRO is Wiley's cross-media concept. The possibility of presenting your company both online and in relevant trade journals ensures that your advertising measures are as effective as possible — if we optimise for you, with a built-in lead guarantee.

- Extended company presentation 500 €
- detailed company and product description
- individual optimization for search engines (e.g. SEO for Google)
- Lead Generation Tool

Optimized for mobile devices

Modern design

Clear structure



PRO-4-PRO.COM
PRODUCTS FOR PROFESSIONALS

The Product Portal
for Lead Generation

	6 Months / price €	12 Months / price €
Company presentation	500, one-time-fee	
Product entry	335	585
Refresher	295	530
Package deals	Runtime	12 Months / price €
Pro Package	4 Product presentations	1,775
Premium Package	8 Product presentations	3,280
Business Flat	all your product texts that you send us within 12 months	5,315

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

- 2. In submitting Advertising to Wiley, the Customer grants Wiley a worldwide, royalty-free, irrevocable licence to publish and print the Advertising as set out in the Booking Confirmation as well as the right to sub-license all such rights to any third-party provider.
- 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.
- 23. It is the responsibility of the Customer to notify Wiley in writing of any damage or shortage within 30 days of the date of actual delivery of physical Reprints to the Customer. Wiley will take no responsibility for any damage or shortage notified after this period has expired.

Advertising and Reprint Production Terms and Conditions

PRICING

24. The price for the Advertising is set out in the Booking Confirmation. An invoice will be sent by Wiley to the Customer following print publication or digital campaign fulfilment.
25. The price for producing the Reprints is set out in the Reprint Quotation and is valid for 30 days from the date of issue. The price quoted includes a maximum of three (3) proofs of the Reprint. Should Customer require any additional proofs, these will be subject to an additional charge at the discretion of Wiley. If a Reprint Quotation has been provided in advance of the printing date, the details of the order may change upon printing. In this event, Wiley reserves the right to amend the Reprint Quotation to reflect any changes including, without limitation, page length. If a Customer requires a pro forma invoice, Wiley can issue an invoice after the order is confirmed.

CANCELLATION

26. If the Customer wishes to cancel Advertising after the provision of an Insertion Order or Purchase Order, the Customer must immediately notify Wiley in writing. For Print Advertising, the Customer may, at Wiley's discretion, still be liable for any charges where cancellation requests are received after the Materials Due Date for that Advertising. For Online Advertising, unless the Booking Confirmation has specified that such Online Advertising is non-cancellable, the Customer may cancel Online Advertising on 14 days' written notice to Wiley with no penalty, provided that the Customer shall pay all fees for all Advertising within the 14-day notice period up until the effective date of termination and if there are any custom content or development for any Advertising, the Customer shall pay for the provision of all services performed up to the effective date of termination.
27. On receipt of a cancellation request, Wiley will use reasonable commercial endeavours to ensure the Advertising is not published or for Online Advertising, that it is withdrawn, however Wiley will not be liable for any loss or damage that may be occasioned by the publication of Advertising cancelled by the Customer after the Materials Due Date or Insertion Order is received.
28. Reprint cancellations will be subject to a cancellation fee based on the value of the total order (excluding shipping and expedited delivery charges) and the point in the production process which has been reached at the time Wiley receives the cancellation:

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%

GENERAL TERMS

29. If a Customer breaches these terms, fails to pay for Advertising or Reprints, enters into bankruptcy or where it is a corporation or other legal entity, passes a resolution for administration, winding up or liquidation, has a receiver or manager appointed, or enters into an arrangement with its creditors other than in the ordinary course of business, or any other event occurs or proceeding is taken with respect to the Customer in any jurisdiction which has an effect equivalent or similar to any of the events mentioned, then Wiley may, in its sole discretion and without limitation:
- cancel any provision of credit to Customer;
 - require cash pre-payment for further orders until all outstanding debt is paid in full or Wiley determines that the initial insolvency event has ceased to occur;
 - cease publication of further Advertising or terminate an agreement for Advertising;
 - withhold any discounts or rebates previously granted to the Customer; or
 - exercise any other rights at law or equity.

30. Wiley will send invoices to the Customer at the address provided. Should a Purchase Order number be a prerequisite for payment of invoice, the Customer must supply this at the point of confirming the order. All delivery addresses must be accompanied by a contact name and telephone number, as well as a VAT number (relative to the country on the invoice address) or other business identifier or information as may be required by Wiley (eg. GST registration, W9 form) as notified by Wiley. Please note that Wiley is unable to accept any PO Box addresses.
31. Prices are shown exclusive of GST, VAT and other sales taxes, unless otherwise expressly indicated by Wiley in writing. Prices are also exclusive of all handling, packing, freight, shipping, customs duties, levies, import duties and insurance charges unless otherwise agreed in writing. Amounts received will be free from and clear of any other taxes imposed by any tax authority, such as withholding tax, and if, for some reason, such amounts are subject to any withholding tax or other relevant taxes, then the Customer is liable to pay such tax and Wiley will receive the full amount set out in the Booking Confirmation.
32. Customer shall pay all invoices in full will be made within 30 days of the date of an invoice, unless otherwise agreed in writing between the Parties.
33. If the Customer fails to make any payment due to Wiley under this Agreement by the due date, then, without limiting Wiley's remedies, the Customer shall pay interest on the overdue amount at a rate which will be the lesser of: (i) 0.5% per month, such interest to accrue on a daily basis from the due date until actual payment of the overdue amount, whether before or after judgement; or (ii) any relevant maximum statutory rate allowable in the jurisdiction where the Wiley entity is located, such interest to accrue in accordance with the relevant statutory provisions. Customer shall pay the interest together with the overdue amount.
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Contact

LVT LEBENSMITTEL Industrie · Boschstr. 12 · 69469 Weinheim · E-Mail: lvt@wiley.com

Media Consultants



Stefan Schwartze
Tel.: +49 (0) 6201 606491
sschwartze@wiley.com



Marion Schulz
Tel.: +49 (0) 6201 606 565
mschulz@wiley.com



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



Jan Käßler
Tel.: +49 (0) 6201 606 522
jkaessler@wiley.com



Vanessa Winde
Tel.: +49 (0) 6201 606 721
vwinde@wiley.com

Editorial



Dr. Jürgen Kreuzig
Editor-in-Chief
Tel.: +49 (0) 6201 606 729
jkreuzig@wiley.com



Dr. Michael Reubold
Product Manager
Tel.: +49 (0) 6201 606 745
mreubold@wiley.com



Dr. Roy T. Fox
Tel.: +49 (0) 6201 606 714
rfox@wiley.com



Etwina Gandert
Tel.: +49 (0) 6201 606 768
egandert@wiley.com



Dr. Birgit Megges
Tel.: +49 (0) 961 7448 249
bmegges@wiley.com

Assistants



Lisa Colavito
Tel.: +49 (0) 6201 606 018
lcolavito@wiley.com



Beate Zimmermann
Tel.: +49 (0) 6201 606 316
bzimmermann@wiley.com



Melanie Radtke
Tel.: +49 (0) 6201 557
mradtke@wiley.com

Order Management

Representatives



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

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

Tel.: +49 (0) 6201 606 0
Fax: +49 (0) 6201 606 791
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