

MEDIA GUIDE



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2022

ReinRaumTechnik

Compelling solutions through
strategic partnerships

WILEY

ReinRaumTechnik

ReinRaumTechnik is aimed at the operators and users of cleanrooms in scientific research and industry focussing on latest developments in cleanroom design and construction, ventilation technology, cleaning, particle monitoring and clothing. The applications are related to medicine and industrial manufacturing of semiconductors, food, pharmaceutical and biotechnological products.


The section **SterilTechnik** deals with hygienic and sterile conditions necessary in the processing sectors mentioned above and in hospitals. Topics are aseptic processing, hygienic design in device and plant construction, purified water and gas, microbial monitoring, validation and GMP, sterile filling and packaging as well as bio processing.

Overview

Publication Frequency
5 issues p. a.

Volume
Vol. 24, 2022

Print run
14,000 (2nd quarter 2021)

Membership
IVW 

Publishing Director
Dr. Heiko Baumgartner

**Commercial Manager
Sciences**
Vanessa Winde

Editor-in-Chief
Dr. Roy T. Fox

Product Manager
Dr. Michael Reubold

Advertising
Marion Schulz
Bettina Willnow

Order Management
Melanie Radtke

Subscription
€ 58 (+ VAT)

Single Copy
€ 16.30 (+ VAT, + Postage)

Student Subscription
50 % discount

ISSN
1439-4251

Format of the Magazine
DIN A4

Content

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Dates & Contents

Issues	1 January	2 April	3 May	4 August	5 November
Publishing Date	27.01.2022	14.04.2022	27.05.2022	11.08.2022	03.11.2022
Advertising Deadline	12.01.2022	29.03.2022	10.05.2022	26.07.2022	17.10.2022
Editorial Deadline	16.12.2021	24.02.2022	05.04.2022	23.06.2022	14.09.2022
Newsletter	27.01.2022 24.02.2022	24.03.2022 14.04.2022	27.05.2022 30.06.2022	28.07.2022 11.08.2022 06.10.2022	03.11.2022 08.12.2022

Fairs and Exhibitions	Pharma 2022 Berlin 16.-17.03.2022	Hannover Messe Hanover 25.-29.04.2022	Pharmakongress Dusseldorf 31.05.-01.06.2022	POWTECH Nuremberg 30.08.-01.09.2022	Medica/Compamed, Dusseldorf 14.-17.11.2022
		Anuga FoodTec Cologne 26.-29.04.2022	Reinraumtage Benediktbeuren 01.-02.06.2022	ISCC'22 Antalya 10.-13.10.2022	Semicon Europa Munich 15.-18.11.2022
		MedTec Live with T4M Stuttgart 03.-05.05.2022	analytica Munich 21.-24.06.2022	parts 2 clean Stuttgart 11.-13.10.2022	Cleanzone Frankfurt 23.-24.11.2022
		Reinraum Lounge Karlsruhe 17.-19.05.2022	ACHEMA Frankfurt/Main 22.-26.08.2022	Lounges on Tour Wien	

Trade fair dates without guarantee

Industry focus	Pharmaceutical Industry	Chemistry & Biotechnology Healthcare	Food Industry	Technical Cleaning	Semiconductor Industry Healthcare
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KEY AREAS ReinRaumTechnik	Cleanroom Cleaning Cleanroom Clothing Pharmaceutical Production	Cleanroom Construction Particle Monitoring Filter Materials	Cleanroom Management Ventilation Technology	Particle Monitoring Cleanroom Monitoring Consumables	Semiconductor Hospital Medical Device Technology
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Regular topics ReinRaumTechnik	Clean room construction, clothing, planning, cleaning, monitoring, particle monitoring, filter materials, ventilation technology, consumables, personnel training/specialized qualification				
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KEY AREAS STERILTECHNIK	Pharmaceutical Packaging Sterile Production	Hygienic Design Aseptic Filling	GMP Bioprocess Technology	Aseptic Filling Materials	Ultra clean media Sterilisation Hygiene
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Regular topics STERILTECHNIK	Plant and equipment construction, materials, hygienic design, ultra-clean media, quality assurance and control, microbiological monitoring, validation, regulations, GMP, separation, cleaning, disinfection, sterile production, sterilisation, sterile filling, sterile packaging, bio-process technology				
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Analysis

Circulation analysis (Q1 2021)



Copies per Issue	Copies
Print run	14,000
Number of copies distributed	13,890
Number of copies distributed abroad	561
Archive and receipt copies	110

Reader Analysis

Position in company	%
Management/Managing Director	21
Head of Research & Development	19
Department Management	12
Product Management	10
Technical Management	8
Head of Operations	6
Production / Process Control	6
Head of Marketing	5
Quality Assurance/ Quality Control	5
Hospital (Sterilisation)	3
Hospital Pharmacy	2
Purchasing	2
Others	1

Content analysis 2020 – 5 Issues

Total pages	316 pages = 100 %
Editorial content	272 pages = 86 %
Advertising content	44 pages = 14 %

Reader Analysis

Size of the companies	%
1 – 49 employees	20
50 – 99 employees	10
100 – 199 employees	14
200 – 499 employees	18
500 and more employees	26
Ohne Angaben bzw. nicht bekannt	12

n.a.

Geografic Distribution	%
Germany	96
Austria, Switzerland, Netherlands, ROW	4

SECTORS	%
Pharma + Life Sciences	40
Semiconductor and Electronics Industry	15
Medical Technology and Hospital	14
Food and Beverages Industry	11
Optics, Precision Mechanics	9
Biotechnology	7
Government, Associations etc.	2
others	2

Prices & Formats

Advertisements	width / height (mm)	Price €
1/1 Page	210 x 297*	7,800
1/2 Page portrait	90 x 260	4,750
1/2 Page landscape	185 x 128	4,750
Juniorpage	137 x 190	4,950
1/3 Page portrait	58 x 260	2,850
1/3 Page landscape	185 x 85	2,850
1/4 Page classic	90 x 128	2,430
1/4 Page portrait	43 x 260	2,430
1/4 Page landscape	185 x 63	2,430
1/8 Page classic	90 x 63	1,600
1/8 Page landscape	185 x 30	1,600
Job Advertisements	25% discount on regular advertisement prices	

Preferred Positions

Front Cover* ¹	213 x 303	8,980
Inside Cover*	213 x 303	6,750
Inside front/back page, Back page ¹	210 x 297*	8,150
Belly band	450 x max 100	5,120
Postcards ²		140

*plus 3 mm overlap on all sides

Bound-In inserts	width / height (mm)	Price €
2-page A4*	210 x 297	5,950
3-page A4 + side flip*	207 + 105 x 297	8,940
4-page A4*	420 x 297	9,250

* 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

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.

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

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.

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 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:

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



Front Cover



Inside Cover

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

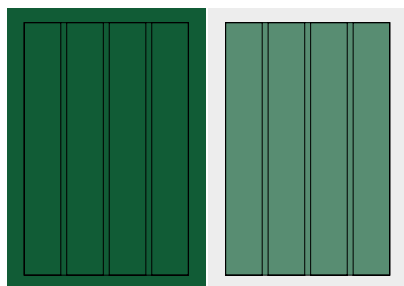
VAT-Id.No.: DE136766623

Tax No.: 47020/29082

All prices are subject to the statutory VAT.

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

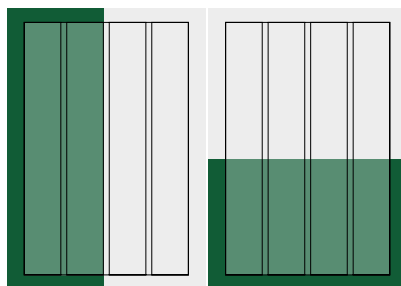
Formats



1/1 Pages
Type Area/Bleed Size

Type Area:
185 x 260 mm

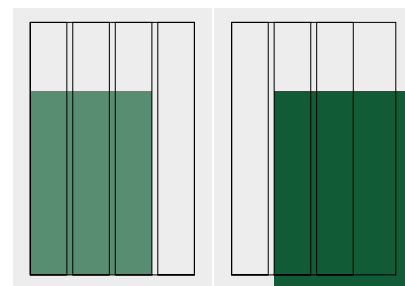
Bleed Size:
210 x 297 mm



1/2 Pages
Type Area/Bleed Size

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

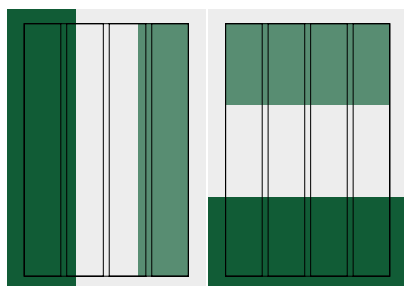
Bleed Size:
portrait: 102 x 297 mm
landscape: 210 x 147 mm



Juniorpage

Type Area:
137 x 190 mm

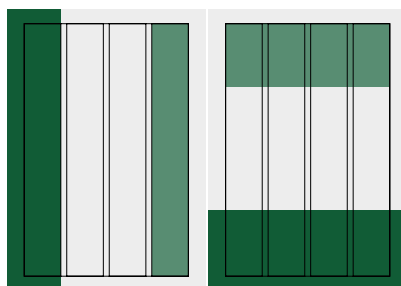
Bleed Size:
147 x 209 mm



1/3 Pages
Type Area/Bleed Size

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

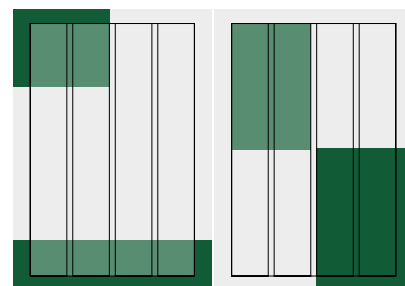
Bleed Size:
portrait: 70 x 297 mm
landscape: 210 x 104 mm



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: 14,200 copies

Delivery of bound-in inserts

Delivery quantity: 14,500 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
FAO: Melanie Radtke
Boschstrasse 12
69469 Weinheim, Germany
Tel.: +49 (0) 6201 606 557

B2B-Zielgruppenportal: www.chemanager.com/reinraumtechnik

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

Online-Advertisement

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

Leaderboard	728 x 90 Pixel	€ 1,530 / month, run of site*
Wide Skyscraper**	160 x 600 Pixel	€ 2,050 / month, run of site*
Skyscraper**	120 x 600 Pixel	€ 1,595 / month, run of site*
Medium Rectangle	300 x 250 Pixel	€ 2,130 / month, run of site*

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

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

Top Feature

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

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

Running Time: 2 weeks prominent as a Top Feature Story. Additionally, your highlight remains for a total of six months in the portal's database ***€ 2,090**

Combinated Offer: Feature on Portal + Newsletter **€ 2,625**

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

Whitepaper | Application Note

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

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

Webcast | Video

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

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

Accesses to the website (Google Analytics)

Page Impressions/month	133,700
Visits/Month	89,750
Unique Visits/Month	74,300

Mean values from the 1st half of 2021

See next page for technical specifications

Desktop

Mobile

Newsletter: www.chemanager.com/reinraumtechnik

ReinRaumTechnik provides its subscribers five times a year 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: Bannerformate & Preise

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	1 rectangle image, 2.000 characters, Image format: JPG, PNG	€ 950

Combo offer:
Feature on website + newsletter € 2,625

Newsletter Key Figures 2020/2021

Number of recipients (DOI)	1,020
Open Rate (MV)	30.4 %
Click Through Rate (MV)	5.1 %

MV = Mean value of 7 newsletters sent out

Newsletter Dates

27.01.2022
24.02.2022
24.03.2022
14.04.2022
27.05.2022
30.06.2022
28.07.2022
11.08.2022
06.10.2022
03.11.2022
08.12.2022

Technical Data:

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

Banner

Size of data: max. 100 KB
Data formats: GIF, JPG, PNG, HTML5, any kind of Redirect/Tag
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

Exclusive
access to your
customers
**Single Sponsored
Newsletter
4,660 €**



Branchenschwerpunkt: Chemie/Biotechnologie
Themenswerpunkt: Reinraumbau

Sehr geehrte ReinRaum-Interessierte,
wir stecken mitten in der Pandemie. Nach Lockdown und einem langsamen Open- bzw. Start-up sind wir noch weit entfernt von den alten Zeiten. Es stellt sich eine neue Normalität ein. Jetzt streiten sich die Fachleute, ob wir vor der zweiten Infektionswelle stehen oder noch mitten in der ersten Welle hängen. Hauptsache wir bleiben gesund! Die Produktion von Persönlicher-Schutz-Ausrüstung (PSA) läuft auf Hochtouren, denn die Nachfrage ebbt nicht ab. Einige Hersteller bauen sogar ihre Produktionen aus. Lesen sie mehr dazu in unseren **Nachrichten**.

Die Reinraum-Branche liefert so viele tolle, kreative, innovative Lösungen für die neuen Probleme aus der Pandemie. Einen hervorragenden Überblick präsentiert Herr Dr. Dittel, Vorsitzender des Deutschen Reinraum Institutes in seinem Fachbeitrag **Hygienetechnik contra Corona Virus** aus der aktuellen Print-Ausgabe 03/2020 (oder online).

Herzliche Grüße und bleiben Sie gesund!
Dr. Roy T. Fox
Chefredakteur

Full Banner
€ 850



Feature
€ 950

Feature



Forschung & Innovation

Laborplanung, Laborbau und Laborgebäudebetrieb

11.06.2020 - Moderne Labore sollten nicht nur effizient arbeiten, sondern auch ihr volles Innovationspotenzial ausschöpfen können.

Medium
Rectangle
€ 1,050

Maximize Your Supply Chain Savings

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



News

Cleanzone Award: Von der Idee zum Star

13.07.2020 - Mit dem Cleanzone Award unterstützen die Messe Frankfurt und der Wiley Verlag Unternehmen der Reinraumbbranche darin, ihre Innovationen international publik zu machen. Der...



ZUKUNFTSMACHER GESUCHT!
Chemie | Verfahrenstechnik | Biotechnologie

Native Advertising PLUS

Native Advertising Plus
With Native Advertising Plus you inform the readers with content which you or your PR agency have produced with the objective of increasing the level of awareness of your company. The article communicates your know-how in the sector, establishes the experts in your company as thought leaders in the market and in turn has a positive effect on the perception of your brand. Integration of the content in the established look & feel of the editorial content of the publication, both in print and online, and with naming of the author together with contact information for feedback and enquiries.*

ADVERTORIAL

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1/1 Page
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Kontakt

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ADVERTORIAL

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picture caption included

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Kontakt

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1/2 Page
2,090 €

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1/4 Page
1,050 €

*Due to legal regulations it is required to write the comment "Advertorial" above the article.



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

Labor- und Biotechnik

Produkte aus den Bereichen Analytik, Mikroskopie, Laborbedarf, Laborgeräte, Laboreinrichtung und LIMS/Labor IT.

Prozesstechnik

Produkte aus den Bereichen Anlagen und Komponenten, Verfahrenstechnik, Prozessautomatisierung, Pumpen, Drucklufttechnik und Betriebstechnik.

Messen, Regeln und Automatisieren

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Produkte aus den Bereichen Brandschutz, Videosicherheit, Zutrittsregelung, Einbruchschutz, sichere Automatisierung, Arbeitsschutz und IT Security.

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Produkte aus den Bereichen Medizintechnik, Pharma, Klinik-IT, Hygiene, Einrichtung und Labordiagnostik.

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Produkte aus den Bereichen Logistik, Verpackungstechnik, Anlagenbau, Betriebstechnik, Fooddesign und Automatisierung.

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.

Labor- und Biotechnik

Laborgeräte

Die Kataloge zeigen die besten an der Oberfläche über Produkte vom Zubehör bis zur Vorrichtung.

Laborbedarf / Verbrauchsmaterialien

Von Laborbedarf / Verbrauchsmaterialien helfen wir Ihnen bei der richtigen Lagerhaltung.

Laboreinrichtung / Dienstleistungen

Alle zur Ausstattung eines Labors sowie zur Erweiterung und Modernisierung von Labors sind die richtigen Laboreinrichtung / Dienstleistungen.

Analytik

Alle zur Ausstattung eines Labors sowie zur Erweiterung und Modernisierung von Labors sind die richtigen Laboreinrichtung / Dienstleistungen.

Labor- und Biotechnik - Labordiagnostik

Centauri PI

St. apischer Kachelung die Kachelung erstellen.

Schneidemaschine SM 300

exakte Schneidung für anspruchsvolle Labordiagnostik.

Verdampfungssystem Hochdruck

Automatisiert verdampfungssystem Hochdruck - klein, sicher und flexibel.

SPC-DESK 4750

Regelungssysteme für Labordiagnostik - Labordiagnostik Systeme als Software.

Mikroskopie

Kleinformatige Mikroskopie für Labordiagnostik - Labordiagnostik Systeme als Software.

CombiFlex 300 Plus

Exakte Kachelung durch Kachelungssysteme - Labordiagnostik Systeme als Software.

Clear structure

Modern Design

PRO-4-PRO.com
The Product Portal for Lead Generation

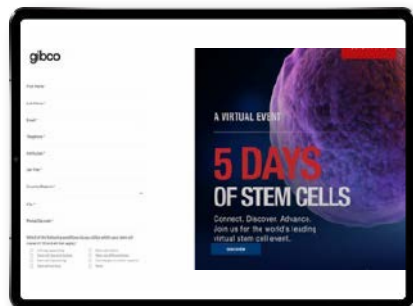
Optimized for mobile devices

	6 Months / price €	12 Months / price €
Company presentation	500, one-time-fee	
Product entry	320	565
Refresher	285	510
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



PRO-4-PRO
PRODUCTS FOR PROFESSIONALS

Content Marketing & Lead Generation



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Showcase your expertise, improve your brand, and build credibility by sponsoring a WebSeminar. Connect with your relevant audiences in an online learning environment they depend on. We offer a wealth of opportunities to showcase your brand, build thought leadership, deliver training, and identify qualified customers. Our WebSeminars include live question-and-answer sessions before and after the main presentation. You gain invaluable data to aid your post-event marketing strategy.

Basic

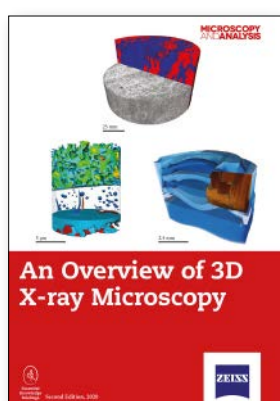
WebSeminar package
€ 8,750

Premium

WebSeminar package
€ 11,250

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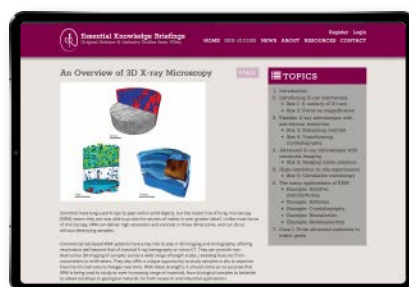
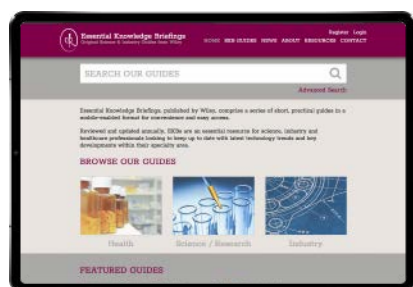
- Content support from our specialist editors
- Technical processing and hosting
- Direct interaction with participants during the live Q&A-session
- Generation of qualified leads (GDPR-compliant)
- Brand awareness through a tailor-made marketing package
- Registration and attendance tracking



Essential Knowledge Briefings (EKBs)

Wiley's Essential Knowledge Briefings (EKBs) deliver a concise overview of the most crucial current issues to professionals in specialized science and medical fields. Deliver your messages rapidly through a series of short, practical guides in a mobile-enabled format for convenience and easy access.

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A tailor-made marketing package guarantees high visibility in your target group.

From € 15,400

Engage with the research community



Benefit from 200 years of experience, a proven brand and reliable content. Use our unique scientific and industrial network!



Deliver your marketing message with an exclusive advertisement on a cover page added to each article viewed from the Wiley journal of your choice. This exclusive position gives your company high visibility and enables targeted marketing through geo-targeting options.

Benefits:

- Premium exclusive positions on highly visited article pages of renowned Wiley journals
- High visibility through a large display format: 1237 x 1631 pixels
- 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

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%

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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:
- (a) cancel any provision of credit to Customer;
 - (b) 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;
 - (c) cease publication of further Advertising or terminate an agreement for Advertising;
 - (d) withhold any discounts or rebates previously granted to the Customer; or
 - (e) exercise any other rights at law or equity.

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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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38. By submitting an order for Reprints and/or Advertising in the manner set out above, the Customer agrees to be bound by these Terms. In the event of any conflict, the order of precedence will be as follows: (i) these Terms, (ii) Booking Confirmation, (iii) Insertion Order or Purchase Order signed by both parties. Where general terms and conditions of business are proposed by the Customer, those will not have any application unless signed by Wiley.
39. All warranties and indemnities stated in these Terms will survive the termination of any arrangement or contract which is subject to these Terms.
40. The law of the corporate domicile of the Wiley entity which issues the Booking Confirmation and invoice to the Customer will govern these Terms, without regard to conflict of law rules. The parties agree to submit to the exclusive jurisdiction of the courts located in the corporate domicile of the aforesaid Wiley entity for the adjudication of all disputes arising in connection with these Terms.

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